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1987 Autumn Travel Executive Briefing

A National Travel Survey Summary

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1987 AUTUMN
TRAVEL EXECUTIVE BRIEFING:
A NATIONAL TRAVEL SURVEY SUMMARY

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An Affiliate of the Travel Industry Association of America

The US Travel Data Center is the national, non-profit center for travel and tourism research. Since its establishment in 1973, the Data Center has devoted itself to advancing the common interests of the travel industry and the public it serves by encouraging, sponsoring and conducting statistical, economic, and scientific research concerning travel, the travel industry, and travel-related industries. In pursuit of this objective the Data Center gathers, analyzes, publishes and disseminates the results of such research, and cooperates with all government agencies, private industry and academic institutions with similar purposes and objectives.

The US Travel Data Center is an affiliate of the Travel Industry Association of America (TIA), the national, non-profit association representing all components of the United States travel industry, the third largest retail industry in the nation.

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INTRODUCTION

Since 1979, the US Travel Data Center has conducted a monthly National Travel Survey to produce timely and relevant information on major trends in American travel activity. The survey is conducted by telephone with national probability samples of 1,500 adult residents of the contiguous U.S. each month.

Seasonal and annual summaries of results are published regularly for use by Data Center members and other interested marketers and researchers. This report on Autumn 1987 travel and other reports from the Data Center's National Travel Survey contribute to a better understanding of changing travel markets.

Designed as a summary of information about autumn travel, this AUTUMN 1987 TRAVEL EXECUTIVE BRIEFING is supplemented by a companion volume, AUTUMN 1987 TRAVEL MARKET CLOSE UP. CLOSE UP reports present cross-tabulations of trip, person-trip and demographic data for a more detailed analysis of travel patterns and characteristics.

The AUTUMN 1987 TRAVEL EXECUTIVE BRIEFING encompasses U.S. resident travel over September, October and November of 1987, measured through the monthly National Travel Survey. Results are based on projected volumes of "trips" and "person-trips", as defined below. Both measures are used in this report, depending on which unit is most appropriate to the type of travel being discussed.

Travel volumes and characteristics are projectable to the U.S. adult population of 178.1 million. For example, an estimated volume of 165.2 million trips were taken by U.S. resident adults during the Autumn of 1987. A trip is counted each time one adult travels 100 miles or more away from home, and returns.

The term "person-trip" individually counts all of the household members traveling together on a trip. Thus the estimated 294.1 million total person-trips for Autumn 1987 includes adults and children traveling away from home on trips.

Because the sample for the National Travel Survey is representative of the contiguous U.S. adult population, data from this report are limited to travel by U.S. residents to both domestic and international destinations. This report does not include data on foreign visitor activity in the U.S.

THE AUTUMN 1987 ECONOMY

The Autumn 1987 economy experienced the stock market's dramatic 508-point drop on October 19, referred to as Black Monday. Many economists and industry analysts predicted an immediate drop in consumer confidence levels, resulting in decreased spending and travel patterns. However, the economy continued to expand over the September-October-November period, as compared with the same months of the previous year.

TABLE 1: OVERALL U.S. ECONOMIC INDICATORS
(Percent Change From Previous Autumn)

Measure	Autumn 1987	Autumn 1986
Real GNP*	+3.9%	+2.7%
Payroll Employment	+3.2%	+1.9%
Disposable Income*	+6.3%	+6.5%
Personal Outlays*	+7.5%	+6.6%
Consumer Price Index	+4.4%	+1.5%

Source: U.S. Department of Commerce, U.S. Department of Labor

*Available for July through September only.

Despite the market's volatility, the travel industry benefitted from the strong consumer spending in autumn 1987. As shown in Table 2, travel prices outpaced consumer prices; nevertheless, autumn 1987 was a record autumn for travel.

TABLE 2: TRAVEL PRICE TRENDS
(Percent Change From Previous Autumn)

Measure	Autumn 1987	Autumn 1986
Motor Fuel	+19.3%	-29.5%
Airline Fares	+ 4.8%	+ 2.3%
All Transportation	+13.0%	-15.6%
Entertainment	+ 6.5%	+ 3.7%
Lodging	+ 4.2%	+ 2.9%
Food and Beverages Away From Home	+ 3.9%	+ 4.0%
All Travel Prices	+ 6.3%	- 0.8%

Source: US Travel Data Center's Travel Price Index

PROFILE OF THE AUTUMN 1987 TRAVELER*

Who were the Americans taking 165.2 million trips during Autumn 1987? The typical Autumn 1987 traveler was married, 41 years old (average age); a homeowner; and had an annual family income of $30,000 or more (55 percent). Travelers typically lived in households with no children (63 percent) and were more likely than the U.S. adult population to live in a household with two or more wage earners.

Overall, American travelers tended to be more affluent and better educated than the total population. Almost four in 10 travelers had household incomes over $40,000, compared to less than two in 10 of the total population. A larger percentage of travelers had completed college than the total population (34 percent vs. 19 percent) and one out of two travelers worked in white collar occupations compared to one out of three of the total U.S. adult resident population.

*Travelers are respondents who made one or more trips of at least 100 miles away from home. Traveler characteristics are taken from the companion volume to this report, "1987 Autumn Travel Market Close-Up", which projects these demographic and household characteristics of adult travelers to the volume of trips taken during Autumn 1987.

AUTUMN 1987 TRAVEL OVERVIEW

Americans took an estimated 294.1 million person-trips in the autumn of 1987, the third consecutive year of accelerated growth recorded for this season, as shown in Figure 1. Travel during September, October and November of 1987 saw an overall 4.5 percent increase from Autumn 1986.

Some types of travel followed the growth pattern set by the banner summer of 1987, during which every travel segment had increased by at least two percent. Business trips led the growth with a 10 percent increase, from 44.8 to 49.4 million trips taken. However, business represented 30 percent of the 165.2 million trips posted for the season, and only 21 percent of the person-trips.

The categories of pleasure and auto travel made strong contributions to overall travel volumes, with increases of over 5 percent each. In fact, about 56 percent of all person-trips were pleasure trips taken by car, truck or RV.

Air travel experienced nearly a 4 percent boost, while vacation travel sustained a modest 2 percent increase in Autumn 1987 person-trip measures. Weekend travel suffered a 2 percent decline, while hotel trips enjoyed an 8 percent rise.

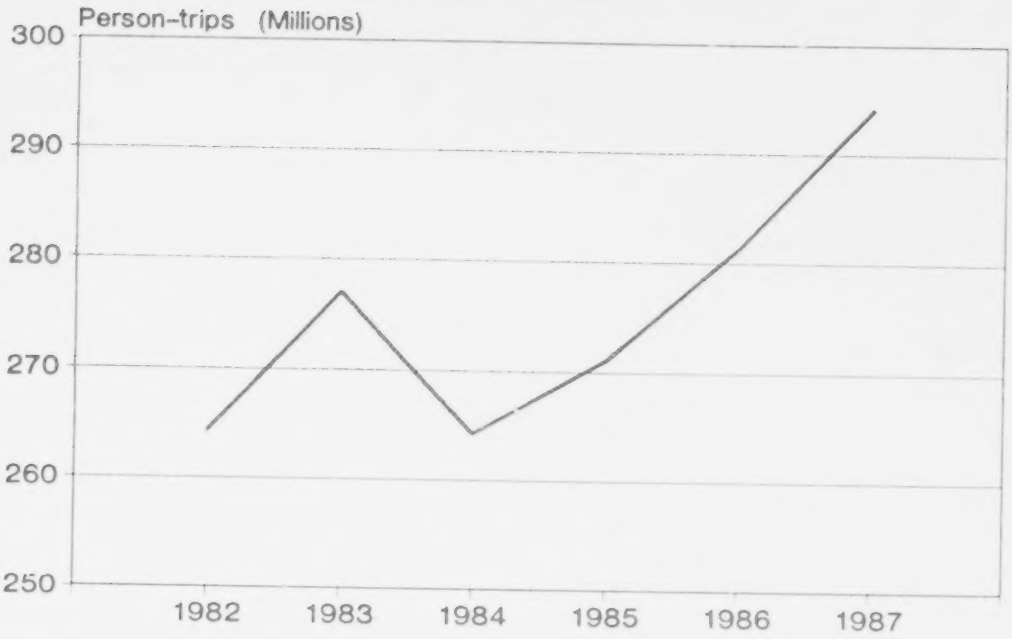
Americans taking person-trips in the autumn of 1987 typically traveled by car, truck or RV (76 percent), without children (86 percent) in an average travel party of 1.8 people. They traveled most often for pleasure purposes such as visiting friends and relatives, outdoor recreation or entertainment (72 percent). In total, 64 percent of Autumn 1987 person-trips were considered a vacation, and 45 percent were weekend trips of one to five nights' duration.

Just over one in 10 person-trips was a daytrip (12 percent) and, on average, the overnight traveler was away 4.7 nights. Travelers on Autumn 1987 person-trips averaged 980 round-trip miles, and were much more likely to stay in commercial lodgings than with friends and relatives (46 percent vs. 34 percent).

The South Atlantic (17 percent), the West South Central (15 percent) and Pacific (14 percent) census regions were the three most popular destinations. The greatest number of person-trips originated in the East North Central (17 percent), West South Central (16 percent) and South Atlantic census regions (15 percent). Appendix C outlines the states comprising each census region.

FIGURE 1

VOLUME OF TOTAL TRAVEL AUTUMN 1982-1987



Note: Autumn travel encompasses September, October and November.

Source: US Travel Data Center's National Travel Survey

TOTAL PERSON-TRIPS (MILLIONS)

Season	Volume
Autumn 1982	264.4
Autumn 1983	277.0
Autumn 1984	264.3
Autumn 1985	271.1
Autumn 1986	281.4
Autumn 1987	294.1

TABLE 3: PERCENT OF TOTAL PERSON-TRIPS BY MODE OF TRANSPORTATION, AUTUMN 1987

	1987
Auto/truck/RV/rental car	76%
Airplane	21
Bus	1
Train	*
Other	2
Total	100%

TABLE 4: PERCENT OF TOTAL PERSON-TRIPS BY TRIP DURATION, AUTUMN 1987

	1987
No nights	12%
One night	10
2 to 3 nights	40
4 to 9 nights	30
10 nights or more	9
Total	100%
Average (if any)	4.7
Average (incl. none)	4.2

TABLE 5: PERCENT OF TOTAL PERSON-TRIPS BY TYPE OF LODGING*, AUTUMN 1987

	1987
Home of friends/relatives	34%
Hotel/motel/motor hotel	46
Rented cabin/condo/vacation home	3
Owned cabin/condo/vacation home	4
Camper/trailer/RV/tent	5
Other	2
No nights	12

Base: 294.1 million person-trips

*Multiple responses allowed.
Note: Details may not add to totals due to rounding.
Source: US Travel Data Center's National Travel Survey

TABLE 6: PERCENT OF TOTAL PERSON-TRIPS BY PRIMARY PURPOSE OF TRIP, AUTUMN 1987

	1987
Visit friends/relatives	36%
Entertainment/outdoor recreation	37
Business/convention	21
Other	10
Weekend trip	45%
Vacation trip	64%

TABLE 7: PERCENT OF TOTAL PERSON-TRIPS BY USE OF TRAVEL-RELATED SERVICES, AUTUMN 1987

	1987
Rented a car	9%
Used a package tour	4
Consulted travel agent	13

TABLE 8: PERCENT OF TOTAL TRIPS BY TRAVEL PARTY SIZE, AUTUMN 1987

	1987
One	55%
Two	25
Three	10
Four	5
Five or more	5
Total	100%

Base: 165.2 million trips
294.1 million person-trips

Note: Primary purpose of trip may not add to 100 percent due to multiple answers.

Source: US Travel Data Center's National Travel Survey

TABLE 9: PERCENT OF TOTAL TRIPS BY TRAVEL PARTY STRUCTURE, AUTUMN 1987

	1987
One adult without children	55%
Two or more adults without children	31
One or more adults with child(ren)	15
Total	100%

TABLE 10: PERCENT OF TOTAL TRIPS BY ANNUAL FAMILY INCOME*, AUTUMN 1987

	1987
Less than $20,000	21%
$20,000-$29,999	23
$30,000-$39,999	17
$40,000 or more	38
Total	100%

TABLE 11: PERCENT OF TOTAL PERSON-TRIPS BY AGE, AUTUMN 1987

	1987
Less than 18 years	12%
18-34 years	33
35-54 years	34
55 years and over	20
Total	100%

Base: 165.2 million trips
294.1 million person-trips

*Adjusted for non-response
Note: Details may not add to totals due to rounding.
Source: US Travel Data Center's National Travel Survey

MODE OF TRANSPORTATION

Transportation patterns of autumn travel have paralleled those of annual travel during the 1980s. In the first half of the decade, air travel registered healthy increases while auto traveled suffered some declines due to rising gasoline costs.

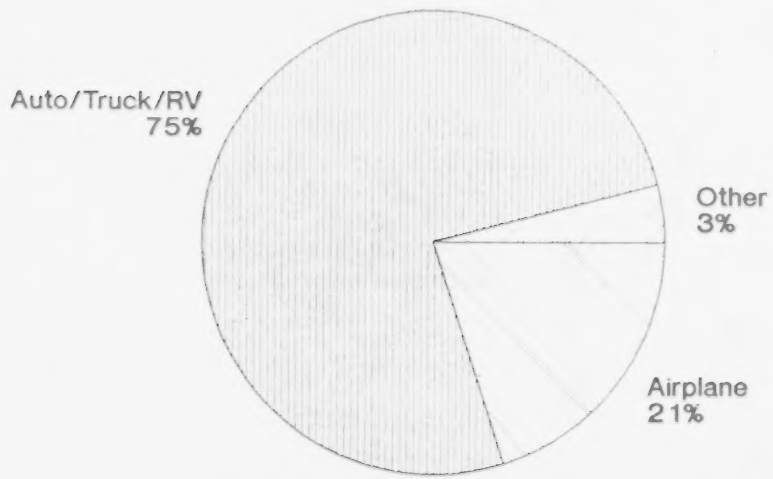
With the drop in gasoline prices, auto travel started to rebound in 1986, so that the Autumn 1987 level of 218.1 million person-trips neared the record high in 1982. Autumn travel by air, however, was flat in 1986 and saw a relatively modest increase from 59.1 to 61.3 million person-trips in Autumn 1987.

Despite the near doubling of autumn air trips between 1982 and 1987, the most popular mode of transportation is still the automobile. Figure 2 shows the dominance of auto travel, which includes all travel described as personal or rental car; truck with or without camper, trailer or camping equipment; and self-contained recreational vehicles (live-in camper). Seventy-five percent of travel was taken by these modes, compared with 21 percent by airplane and the remainder by train, bus or ship.

FIGURE 2

MODE OF TRANSPORTATION
AUTUMN 1987

(Percentage of Person-trips)

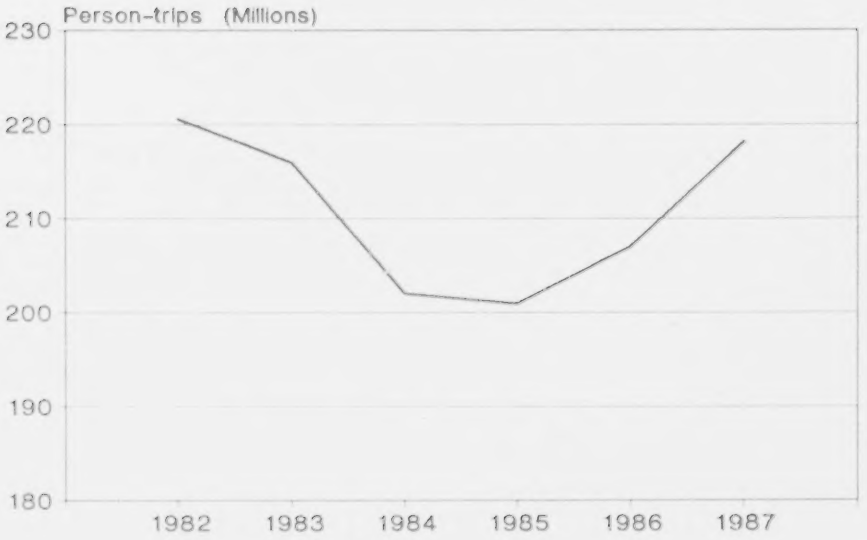


Note: Autumn travel encompasses September, October and November.

Source: US Travel Data Center's National Travel Survey

FIGURE 3

VOLUME OF AUTOMOBILE TRAVEL
AUTUMN 1982-1987

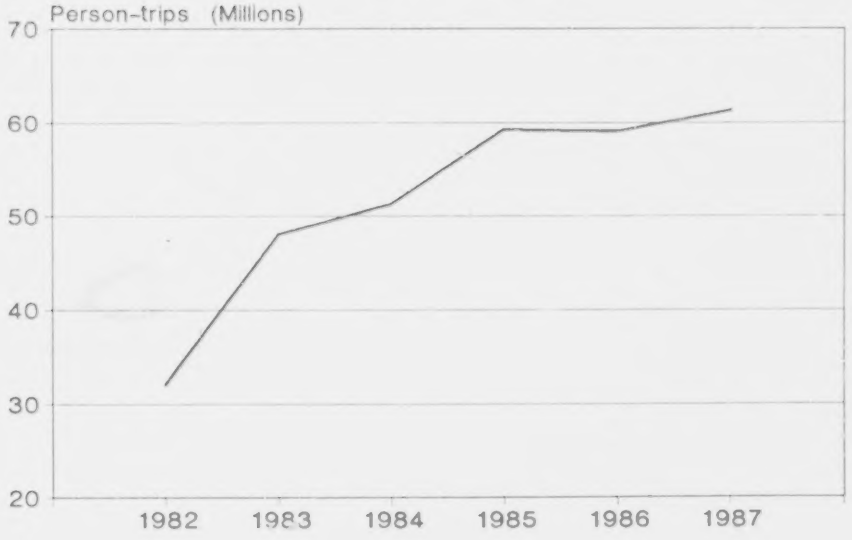


Note: Autumn travel encompasses September, October and November.

Source: US Travel Data Center's National Travel Survey

FIGURE 4

VOLUME OF AIR TRAVEL
AUTUMN 1982-1987



Note: Autumn travel encompasses September, October and November.

Source: US Travel Data Center's National Travel Survey

Primary Purpose of Trip Americans traveling by air were much more likely to be traveling for business reasons and slightly more likely to be seeking entertainment than those traveling by automobile. Conversely, auto travelers showed a much higher propensity to visit friends or relatives and to take weekend and/or vacation trips.

TABLE 12: PERCENT OF AIR AND AUTOMOBILE PERSON-TRIPS BY PRIMARY PURPOSE OF TRIP, AUTUMN, 1987

	Air	Auto
Visit friends/relatives	25%	41%
Outdoor recreation	9	15
Entertainment	29	21
Business/convention	41	13
Other	9	11
Weekend Trip	26	50
Vacation Trip	55	68

Accommodations Fifty-eight percent of Americans traveling by airplane stayed in a hotel in Autumn 1987 compared to 42 percent of those traveling by automobile. A much larger volume of auto travelers stayed in the homes of friends and relatives than did air travelers, about 80 million vs. 18 million person-trips, respectively.

TABLE 13: PERCENT OF AIR AND AUTOMOBILE PERSON-TRIPS BY TYPES OF LODGING USED**, AUTUMN 1987

	Air	Auto
Home of friends/relatives	30%	37%
Hotel/motel/motor hotel	58	42
Camper/trailer/RV/tent	*	7
Other	6	7
No nights	11	12

Base: 61.3 million air person-trips
218.1 million automobile person-trips

*Less than 0.5 percent.
**Multiple responses allowed.
Note: Primary purpose of trip may not add to 100 percent due to multiple answers.
Source: US Travel Data Center's National Travel Survey

Number of Nights Americans traveling by airplane tended to stay away longer than those traveling by automobile. Fifty-four percent of total air person-trips lasted four or more nights compared to only 34 percent of automobile person-trips. Air travelers spent an average of 5.3 nights on their trips. The average of 3.8 nights for auto travelers reflects the higher proportion of weekend trips taken by car than by air.

TABLE 14: PERCENT OF AIR AND AUTOMOBILE PERSON-TRIPS BY NUMBER OF NIGHTS, AUTUMN 1987

	Air	Auto
No nights	11%	12%
One night	8	10
2-3 nights	27	44
4-9 nights	40	26
10 nights or more	14	8
Total	100%	100%

Round-Trip Distance Two-thirds of all automobile person-trips in 1987 involved round-trip distances under 600 miles. Thirty-five percent of air travelers were destined to the Mountain or Pacific census regions. A higher proportion of air travel (13 percent) was taken outside the U.S. than auto travel (3 percent).

TABLE 15: PERCENT OF AIR AND AUTOMOBILE PERSON-TRIPS BY ROUND-TRIP DISTANCE, AUTUMN 1987

	Air	Auto
200-399 miles	3%	46%
400-599 miles	5	20
600-999 miles	10	17
1,000-1,999 miles	28	10
2,000 miles or more	41	5
Outside U.S.	13	3
Total	100%	100%
Average distance (miles)	2,260	660

Base: 61.3 million air person-trips
218.1 million automobile person-trips

Note: Details may not add to totals due to rounding.
Source: US Travel Data Center's National Travel Survey

Profile of Air and Automobile Travelers Air travel registered the smallest travel party size of any type of travel, 1.4 people, as 73 percent of these trips were taken by one adult traveling without other household members. Auto travel averaged 2.0 people per trip, with a much higher proportion of travel parties of two or more people than air trips, 55 percent vs. 27 percent.

Demographic characteristics of air travelers contrasted with those of auto travelers as well. Airline travelers were more likely to be male (62 percent); to have completed college (52 percent); and to have an annual family income of $40,000 or more (53 percent). Auto travelers were more likely to be married (62 percent) and to have family incomes below $40,000 (68 percent).

TABLE 16: PERCENT OF AIR AND AUTOMOBILE TRIPS BY INCOME*, AUTUMN 1987

	Air	Auto
Less than $20,000	17%	24%
$20,000-$39,999	30	44
$40,000 or more	53	33
Total	100%	100%

TABLE 17: PERCENT OF AIR AND AUTOMOBILE TRIPS BY TRAVEL PARTY STRUCTURE, AUTUMN 1987

	Air	Auto
One adult without children	73%	45%
Two or more adults without children	19	37
One or more adults with child(ren)	6	17
Total	100%	100%
Average travel party size (people)	1.4	2.0

Base: 44.1 million air trips
109.7 million automobile trips

*Adjusted for non-response
Note: Details may not add to totals due to rounding.
Source: US Travel Data Center's National Travel Survey

BUSINESS TRAVEL

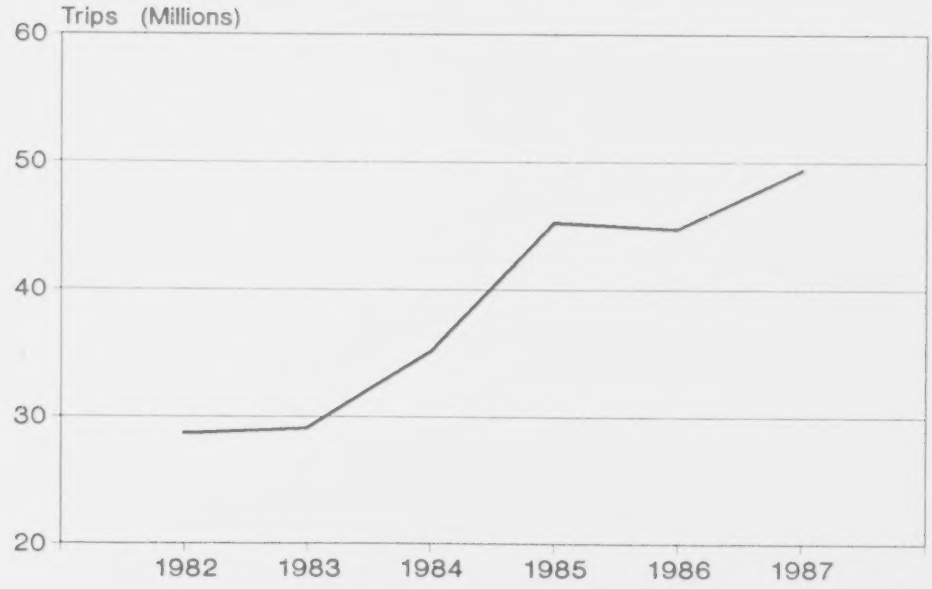
Business trips saw a healthy increase of over 10 percent, registering 49.4 million trips for Autumn 1987. Including travel described as business or attending a convention, seminar or meeting, the business segment is discussed in terms of trips instead of person-trips, because business travel does not typically involve other members of the household traveling for the same business purpose.

Figure 5 indicates the growth of autumn business travel during five of the past six years. In fact, the 21 million gain in trip volumes represents a 72 percent increase since 1982.

With a modest decline in the average travel party size to 1.3 people, Autumn 1987 business person-trips remained at the previous year's level of 62 million. Eighty percent of business trips were taken by one adult traveling alone, and only about 3 percent of business trips included children on the trip.

FIGURE 5

VOLUME OF BUSINESS TRAVEL
AUTUMN 1982-1987



Note: Autumn travel encompasses September, October and November.

Source: US Travel Data Center's National Travel Survey

Mode of Transportation/Average Round-Trip Distance Almost as many business trips were taken by car (44 percent) as by airplane (46 percent) during the autumn of 1987. Three percent of all business trips involved the use of a rental car as the primary means of transportation. However, a total of 18 percent of business travelers reported using a rental car in conjunction with their trips. Average round-trip miles traveled jumped to 1,350 miles, up from 1,090 miles in Autumn 1986.

TABLE 18: PERCENT OF BUSINESS TRIPS BY MODE OF TRANSPORTATION, AUTUMN 1987

	1987
Auto/truck/RV	44%
Rental Car	3
Airplane	46
Bus	2
Other	8
Total	100%
Average distance (miles)	1,350

Number of Nights/Accommodations The typical business trip lasted 3.9 nights away from home, a shorter duration relative to the overall average of 4.3 nights. The average duration was steady with the previous year's 3.8 nights duration. Among all travel segments, business travelers were the heaviest hotel users. Fully 76 percent of business trips involved hotel stays. For most other travel segments, about half of trips include hotel lodgings. Conversely, a mere 7 percent of business travelers were accommodated in friends' or relatives' homes, compared with the 41 percent for pleasure travelers who use such accommodations.

Primary Purpose of Trip Growth in the overall business travel volume was attributable to the expanding convention market, which saw a 37 percent increase from the previous autumn. Thirty-seven percent or about 18.3 million autumn business trips were taken to attend a convention, seminar or metting. Seventeen percent of business trips also involved travel for pleasure purposes.

Base: 49.4 million business trips

Note: Details may not add to totals due to rounding.
Source: US Travel Data Center's National Travel Survey

Profile of Business Travelers In demographic terms, the typical Autumn 1987 business traveler was male (71 percent), 39 years old (average age), a home owner (74 percent), and was more likely to be married (58 percent) than not married (42 percent). Almost half (49 percent) of business travelers had completed college or more compared to 29 percent of pleasure travelers. More than half (57 percent) of business travelers were in a lower to upper level managerial/professional occupation compared to 31 percent of pleasure travelers.

Americans taking business trips were also much more likely to have annual family incomes of $40,000 or more compared to those taking pleasure trips (53 percent vs. 32 percent). Twenty-six percent of Americans taking business trips consulted a travel agent compared to only 13 percent of those taking pleasure trips.

Households of business travelers were more likely to include children (44 percent) than were those of pleasure travelers (31 percent). Business travelers' households also tended to be larger, to have a higher number of wage earners, and to include the lowest proportion of retired persons.

TABLE 19: PERCENT OF BUSINESS TRIPS BY ANNUAL FAMILY INCOME*, AUTUMN 1987

	1987
Less than $20,000	10%
$20,000-$29,999	20
$30,000-$39,999	17
$40,000 or more	53
Total	100%

Base: 49.4 million business trips

*Adjusted for non-response.
Note: Details may not add to totals due to rounding.
Source: US Travel Data Center's National Travel Survey

PLEASURE TRAVEL

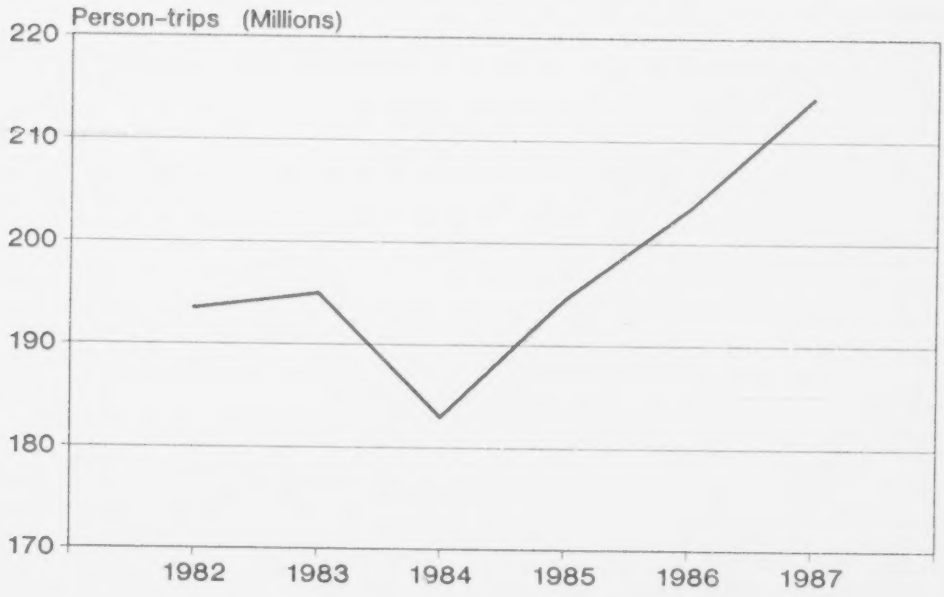
Pleasure travel, the largest travel category at 72 percent of total person-trips, includes travel for entertainment (sightseeing, theater, sports) and outdoor recreation (boating, fishing, camping, hiking), as well as visits to friends and relatives.

Pleasure travel during September, October and November has rebounded from the 1984 low of 183.0 million person-trips to show healthy increases in every succeeding year. The 1987 level of 214.2 million person-trips represents a 5 percent gain over Autumn 1986.

The six-year trend in trip volumes is similar, as the average travel party size of pleasure trips held steady at 2.0 household members per trip through 1986. Autumn 1987 experienced a slight decline to 1.9 people per trip.

FIGURE 6

VOLUME OF PLEASURE TRAVEL
AUTUMN 1982-1987



Note: Autumn travel encompasses September, October and November.

Source: US Travel Data Center's National Travel Survey

Primary Purpose of Trip Much of Autumn 1987 pleasure travel involved visits to friends and relatives (51 percent), with 33 percent for entertainment and 19 percent for outdoor recreation. Five percent of pleasure trips included travel for business purposes. Interestingly, 20 percent of all pleasure person-trips were not considered to be vacations. One in two pleasure person-trips were weekend or long weekend trips of one to five nights.

Mode of Transportation/Round-Trip Distance As noted, pleasure travel by car, truck or RV accounted for 56 percent of total Autumn 1987 person-trips. The share of pleasure trips taken by car increased from 74 to 79 percent from the previous autumn, while pleasure travel by air remained at about 18 percent of person-trips. Pleasure travel averaged 890 round-trip miles, a marginal increase over the 880-mile average distance posted for Autumn 1986.

Accommodations/Number of Nights Four in ten pleasure travelers stayed in the homes of friends and relatives. An equal share chose hotel accommodations for their trips. As shown in Table 20, more than one type of lodging can be used on a trip.

Americans taking pleasure person-trips were more likely to stay two to three nights than four to nine nights (41 percent vs. 29 percent), contributing to the overall average duration of 4.2 nights. The average length of stay in the homes of friends and relatives was 4.4 nights, compared with an average of 3.6 nights for hotel stays.

TABLE 20: PERCENT OF PLEASURE PERSON-TRIPS BY TYPE OF LODGING*, AUTUMN 1987

	1987
Home of friends/relatives	40%
Hotel/motel/motor hotel	40
Rented cabin/condo/vacation home	3
Owned cabin/condo/vacation home	4
Camper/trailer/RV/tent	6
Other	2
No nights	12

Base: 214.2 million pleasure person-trips

*Multiple responses allowed.
Note: Details may not add to totals due to rounding.
Source: US Travel Data Center's National Travel Survey

Profile of Pleasure Travelers Fifty-two percent of Autumn 1987 pleasure trips were taken by adults without other household members or with just one other member (28 percent). Overall, U.S. residents taking pleasure trips tended to travel without children (68 percent).

Twelve percent of Americans taking pleasure person-trips consulted a travel agent, 7 percent used a rental car on some point of their trip and 5 percent took person-trips that were part of a package tour.

Pleasure travelers typically were married (57 percent), 42 years old (average age), with annual family incomes under $40,000 (68 percent). The male-female split was fairly even, at 53 and 47 percent, respectively. In comparison to business travelers, pleasure travelers were more likely to be older, to have smaller households (with fewer children) and fewer wage earners.

Eighteen percent of pleasure travelers were retired, corresponding to the higher proportion of Americans aged 55 and over traveling for pleasure than for business purposes, 27 vs. 12 percent.

TABLE 21: PERCENT OF BUSINESS AND PLEASURE TRIPS BY AGE OF ADULT PARTY HEAD, AUTUMN 1987

	Business Trips	Pleasure Trips
18-24 years	13%	17%
25-34 years	32	25
35-44 years	25	18
45-54 years	19	13
55 years and over	12	27
Total	100%	100%
Average age (years)	39	42

Base: 111.0 million pleasure trips
49.4 million business trips

Note: Details may not add to totals due to rounding.
Source: US Travel Data Center's National Travel Survey

VACATION TRAVEL

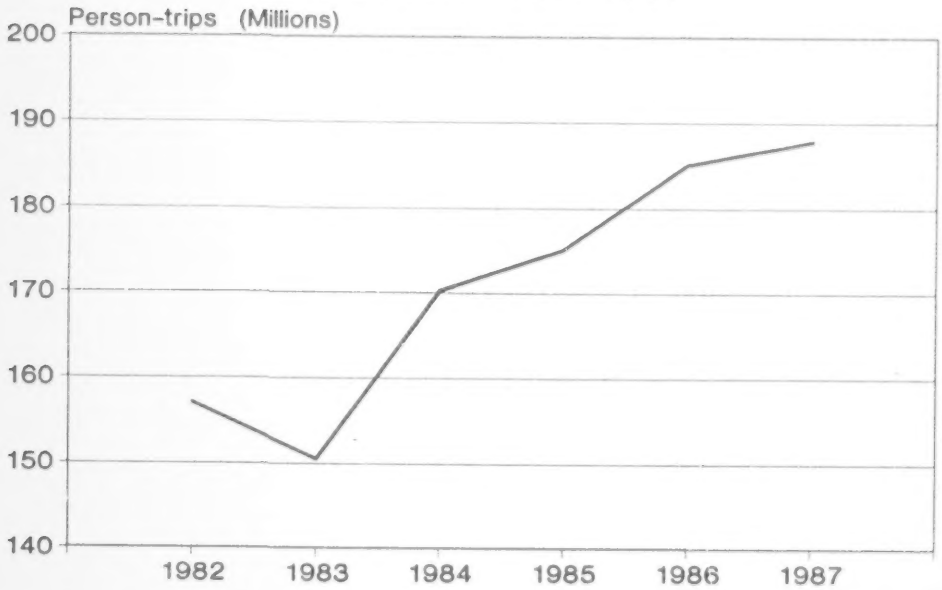
Vacation travel accounted for 64 percent of total Autumn 1987 person-trips, down from 66 percent in the previous year. Thus, despite the overall growth in travel, this smaller share resulted in Autumn 1987 vacation person-trips rising less than 2 percent to 187.8 million.

Vacation travel during the autumn months has steadily increased since dipping to 150 million person-trips in 1983. To illustrate this point, Figure 7 shows that vacation travel volumes increased 20 percent or 30 million person-trips in the five years from 1982 to 1987.

Average travel party sizes remained constant at 2.0 people over this time period, with the exception of the average of 1.8 people in 1983. The Autumn 1987 volume of 92.6 million trips measured about one percent over the previous year's level.

FIGURE 7

VOLUME OF VACATION TRAVEL
AUTUMN 1982-1987



Note: Autumn travel encompasses September, October and November.

Source: US Travel Data Center's National Travel Survey

Primary Purpose of Trip Vacation travel is categorized by travelers as to whether the trip taken was a "vacation" or not. Trips are separately categorized by primary purpose of trip. Therefore, significant overlap exists between vacation and pleasure trip volumes, as 89 percent of Autumn 1987 vacation person-trips, for example, were taken for some pleasure purpose. Likewise, only 5 percent of person-trips classified as vacations were also business trips.

Forty-eight percent of vacation travel was reported to encompass a weekend or long weekend. These estimated 90 million weekend vacation person-trips represented about 30 percent of total Autumn 1987 travel.

TABLE 22: PERCENT OF VACATION PERSON-TRIPS BY PURPOSE OF TRIP, AUTUMN 1987

	1987
Visit friends/relatives	43%
Entertainment	30
Outdoor recreation	18
Business/convention	5
Personal/family/other	8

Mode of Transportation/Round-Trip Distance Nearly eight in 10 (79 percent) vacation person-trips were taken by automobile compared to only 18 percent by air. The proportion of vacation travel by automobile grew slightly compared to autumn of the previous year. This growth in vacation auto travel was accompanied by a small boost in average round-trip distances traveled, up from 900 miles in 1986 to 940 miles for Autumn 1987 vacation travel.

TABLE 23: PERCENT OF PLEASURE PERSON-TRIPS BY ROUND-TRIP DISTANCE, AUTUMN 1987

	1987
200-399 miles	35%
400-999 miles	28
1000 or more miles	26
Outside U.S.	7
Total	100%

Base: 187.8 million vacation person-trips

Note: Primary purpose of trip may not add to 100 percent due to multiple answers.

Source: US Travel Data Center's National Travel Survey

Accommodations/Number of Nights Hotels edged out homes of friends and relatives as the type of lodging most frequently used by vacationers, at 42 and 38 percent, respectively. As with pleasure travel, vacationers tended to stay longer with their friends and relatives than in hotels or motels. Overall, vacation trips lasted 5.0 nights, with 43 percent of trips extending four or more nights in length.

TABLE 24: PERCENT OF VACATION PERSON-TRIPS BY TYPES OF LODGING USED*, AUTUMN 1987

	1987
Home of friends/relatives	38%
Hotel/motel/motor hotel	42
Camper/trailer/RV/tent	6
Other	9
No nights	11

Profile of Vacationers Autumn 1987 vacationers typically had annual family incomes of $30,000 or more (49 percent), and the travel party structure of vacation trips suggests that families (two or more household members traveling together) comprised an important segment of the vacation travel market (56 percent).

Eight percent of Autumn 1987 vacationers used a rental car in conjunction with their trip. Six percent traveled as part of a package tour while 13 percent consulted a travel agent in making arrangements for their trips.

TABLE 25: PERCENT OF VACATION AND TOTAL TRIPS BY TRAVEL PARTY STRUCTURE, AUTUMN 1987

	Vacation	Total
One adult without children	43%	55%
Two or more adults, without children	38	31
One or more adults with child(ren)	18	17
Total	100%	100%

Base: 187.8 million vacation person-trips
92.6 million vacation trips
165.2 million total trips

*Multiple responses allowed.
Note: Details may not add to totals due to rounding.
Source: US Travel Data Center's National Travel Survey

WEEKEND TRAVEL

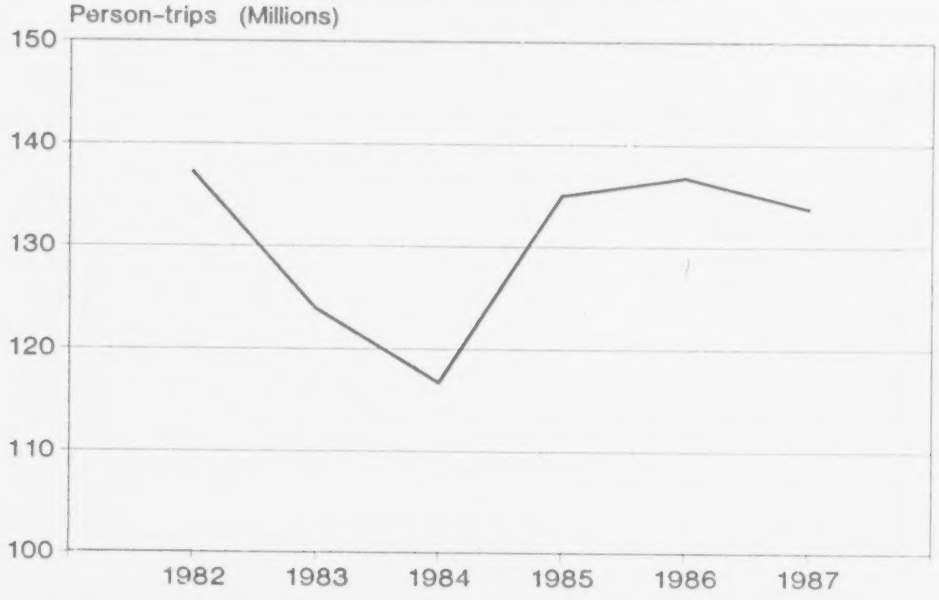
Weekend travel has fluctuated during the autumn season over the last six years, from a low of 117 million person-trips in 1984 to a high of 137 million person-trips set in 1982. Travelers report these trips of one to five nights' duration as taking place over a weekend or long weekend.

Weekend person-trips represented 46 percent of total Autumn 1987 travel, compared with a 49 percent share in the previous year. The autumn months in 1987 included three long weekend holidays (Labor Day, Columbus Day, and Thanksgiving), and one mid-week holiday (Veterans' Day).

The Autumn 1987 level of 133.8 million person-trips saw a 2 percent decline from 1986. However, the trip measure rose almost 4 percent to 72.1 million trips, as the average travel party size dipped to its lowest level in six years, to just under 1.9 people per trip.

FIGURE 8

VOLUME OF WEEKEND TRAVEL
AUTUMN 1982-1987



Note: Autumn travel encompasses September, October and November.

Source: US Travel Data Center's National Travel Survey

Mode of Transportation/Accommodations Weekend travel by car (84 percent) and air (12 percent) remained stable from 1986. Weekenders were more likely to stay in commercial lodgings than with friends and relatives.

TABLE 26: PERCENT OF WEEKEND PERSON-TRIPS BY TYPES OF LODGING USED*, AUTUMN 1987

	1987
Home of friends/relatives	40%
Hotel/motel/motor hotel	48
Camper/trailer/RV/tent	6
Other	7

Profile of Weekenders Three in 10 weekenders had family incomes of over $40,000 (31 percent) and five in 10 were between the ages of 25 and 44 years old (49 percent). Weekend travel was taken predominantly for one or more pleasure purposes (79 percent). Among these, travel to visit friends and relatives was most popular, followed by entertainment and then outdoor recreation. As noted, 69 percent of weekend travel or about 90 million person-trips were weekend vacation trips.

Two-thirds of weekend trips (65 percent) did not include children and over half (55 percent) involved only one or two household members.

TABLE 27: PERCENT OF WEEKEND PERSON-TRIPS BY PRIMARY PURPOSE OF TRIP, AUTUMN 1987

	1987
Visit friends/relatives	39%
Entertainment	26
Outdoor recreation	16
Business/convention	13
Other	11
Total	100%
Vacation trip	69

Base: 133.8 million weekend person-trips

*Multiple responses allowed.
Note: Primary purpose of trip may not add to 100 percent due to multiple answers.
Source: US Travel Data Center's National Travel Survey

USE OF HOTELS

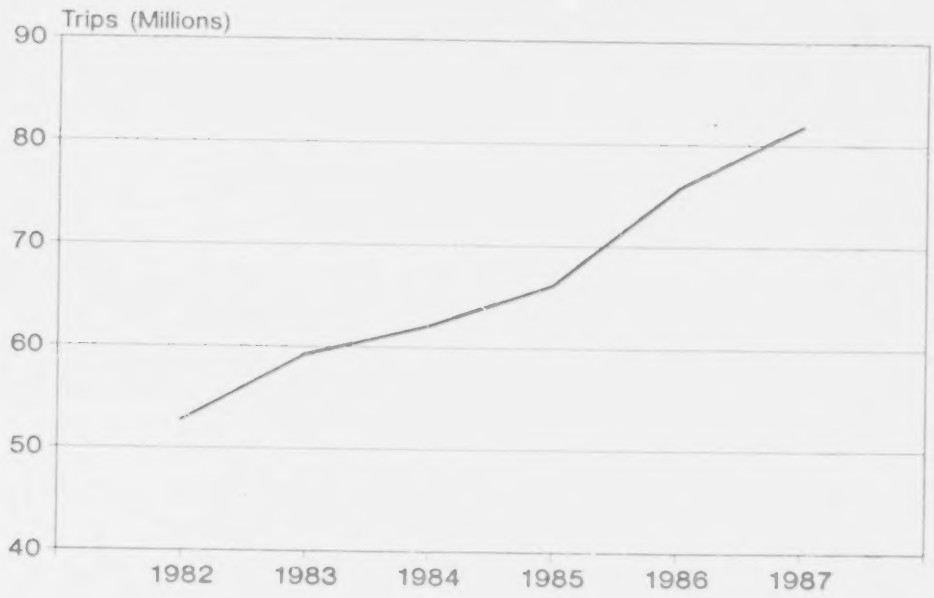
The growth in hotel travel is shown in Figure 9 in terms of trips taken, rather than in person-trips, as the trip unit gives a more representative view of hotel room usage.

As measured for the autumn months, trips including one or more nights spent in commercial lodgings have enjoyed tremendous growth over the last six years. From 1982 to 1987, the volume of hotel trips increased by 55 percent or 29 million trips. After a 15 percent boost in 1986, the Autumn 1987 level of 81.8 million trips represented an 8 percent increase over the previous year.

Hotel guests tended to travel in slightly smaller travel parties than did other types of travelers, which can be attributed to the higher proportion of business travelers using commercial lodgings. Autumn 1987 hotel trips registered an average travel party size of 1.7 people, the same level as in 1986. The resulting 136.8 million hotel person-trips saw a 7 percent increase over Autumn 1986.

FIGURE 9

HOTEL PATRONAGE
AUTUMN 1982-1987



Note: Autumn travel encompasses September, October and November.

Source: US Travel Data Center's National Travel Survey

Primary Purpose of Trip Hotel patrons traveled most often for business purposes (46 percent), followed by outdoor recreation and entertainment (40 percent) during Autumn 1987. Only 17 percent of hotel patrons traveled to visit friends and relatives compared to 32 percent of all Americans taking trips. Forty-three percent of hotel trips were weekend or long weekend trips and about half (47 percent) were considered to be vacations.

TABLE 28: PERCENT OF HOTEL TRIPS BY PRIMARY PURPOSE OF TRIP, AUTUMN 1987

	1987
Business/convention	46%
Outdoor recreation/entertainment	39
Visit friends/relatives	17
Other	8
Weekend trip	43
Vacation trip	47

Mode of Transportation/Round-Trip Distance Thirty-four percent of hotel patrons traveled by air compared to 27 percent of all Americans taking Autumn 1987 trips. Hotel patrons tended to travel somewhat farther than those staying in other types of lodging, averaging 1,160 round-trip miles compared to 1,090 miles for total U.S. residents on Autumn 1987 trips.

TABLE 29: PERCENT OF HOTEL TRIPS AND TOTAL TRIPS BY MODE OF TRANSPORTATION, AUTUMN 1987

	Hotel Trips	Total Trips
Auto/Truck/RV	58%	68%
Rental car	2	1
Airplane	34	27
Other	8	5
Total	100%	100%

Base: 81.8 million hotel trips
165.2 million total trips

Note: Primary purpose of trip may not add to 100 percent due to multiple answers.
Source: US Travel Data Center's National Travel Survey

Number of Nights Hotel patrons spent an average of 3.6 nights per trip in commercial lodgings during the autumn of 1987. Americans who spent at least one night in a hotel, but combined a hotel stay with nights in other accommodations, averaged 4.6 nights away from home for the entire trip. As might be expected, Americans staying with friends and relatives averaged longer stays (4.5 nights) than those staying in hotels (3.6 nights)

Profile of Hotel and Motel Patrons Compared to overall travelers, hotel patrons were more likely to travel for business reasons, to be air passengers and to use certain travel services, such as rental cars and travel agents.

TABLE 30: PERCENT OF HOTEL TRIPS AND TOTAL TRIPS BY TRAVEL SERVICE USAGE, AUTUMN 1987

	Hotel Trips	Total Trips
Used a rental car	16%	11%
Used a package tour	8	5
Consulted travel agent	22	15
Agent made reservations	18	12

Americans using a hotel were more likely to have an annual household income of $40,000 or more than were travelers overall (45 percent vs. 38 percent). Generally, the profile of hotel patrons mirrored that of all travelers, as half of all Autumn 1987 trips involved the use of commercial lodgings.

TABLE 31: PERCENT OF HOTEL TRIPS AND TOTAL TRIPS BY INCOME*, AUTUMN 1987

	Hotel Trips	Total Trips
Less than $40,000	55%	62%
$40,000 or more	45	38
Total	100%	100%

Base: 81.8 million hotel trips
165.2 million total trips

*Adjusted for non-response.
Note: Details may not add to totals due to rounding.
Source: US Travel Data Center's National Travel Survey

APPENDICES

GLOSSARY OF TERMS

Air Mode. Any trip in which the one type of transportation used to cover most of the miles on that trip is given as "airplane."

Auto Mode. Any trip in which the one type of transportation used to cover most of the miles on that trip is given as "auto or truck without camping equipment, auto or truck with camper trailer or camping equipment, or self-contained recreational vehicle (live-in camper or RV)."

Business Trip. Any trip where the purpose of the trip is given as "business, convention, seminar or meeting."

Census Region of Origin/Destination. Regional breakdowns of the U.S. are as defined by the U.S. Bureau of the Census: New England, Mid-Atlantic, South Atlantic, East South Central, East North Central, West South Central, West North Central, Mountain, and Pacific.

Destination. The farthest destination reached by the respondent on one trip.

Family. A "family" includes the household head and all relatives who are currently members of the household.

Family Income. The total combined annual income of the respondent's family.

Household. A "household" comprises all persons who occupy a "housing unit," that is, a house, an apartment, or other group of rooms, or a room that constitutes separate living quarters.

Lodging. Information is gathered on seven lodging categories: (1) homes of friends and relatives, (2) hotels, motels, motor hotels and tourist courts, (3) rented cabins, condominiums and vacation homes, (4) owned cabins, condominiums and vacation homes, (5) campers, trailers, recreational vehicles, and tents, (6) enroute, for example, nights spent in a common carrier, and (7) other.

Mode of Transportation. Each trip is classified according to the respondent's answer to the question, "What was the one type of transportation used to cover most of the miles on this trip?" The survey gathers data by eight classifications: (1) auto or truck without camping equipment, (2) auto or truck with camper trailer or camping equipment, (3) self-contained recreational vehicle (live-in trailer), (4) airplane, (5) bus, (6) train, (7) ship or boat, and (8) other.

Nights Away from Home. The number of nights spent away from home on one trip, including nights spent at the destination and enroute. It is possible for a trip not to involve an overnight away from home if the traveler took a trip of 100 miles or more and returned home the same day.

Outside the U.S. The geographic area comprising all foreign destinations.

Package Tour. A pre-paid travel package which includes at least a place to stay and transportation by air or bus.

Person-Trip. This is a person on a trip. If one person reported three different trips, his/her travel is counted as three trips and three person-trips. If three persons from a household go together on one trip, their travel is counted as one trip and three person-trips.

Pleasure Trip. Any trip where the purpose of the trip is given as "visits to friends and relatives, outdoor recreation (hunting, fishing, boating, camping) or entertainment (sightseeing, theater, sports)."

Primary Purpose of Trip. The primary purpose is the main activity on this trip and is classified as follows: (1) visit friends and relatives, (2) convention, seminar, meeting, (3) business, (4) outdoor recreation (hunting, fishing, boating, camping), (5) entertainment (sightseeing, theater, sports), (6) personal, family (medical, funeral, wedding), and (7) other.

The main purpose for the trip is ascribed to each person on the trip. If a trip is taken by the respondent and two other people traveling with him/her to visit friends and relatives, three person-trips are counted for this purpose.

Projected Total. These figures are the estimated number of trips or person-trips projected to have been taken by U.S. residents. The estimated trip volume is projected to the U.S. resident adult population, while the person-trip volume covers all travelers (children included).

Respondent. This is the person completing the telephone interview.

Round-Trip Miles. These are the twice the calculated one-way, straight-line miles from origin to destination. These are calculated for domestic trips only. See "Straight-Line Miles."

Straight-Line Miles. This is a "great circle" distance approximation using mathematically derived coordinates. Straight-line miles are calculated by computer program and adjusted to trip distance.

Travel Party Size. Americans traveling together are categorized by size according to the number of household members on a trip.

Travel Party Structure. The age and number of household members on a trip determine the party structure of a trip.

Trip. A trip is counted each time one person goes to a place at least 100 miles away from home and returns. The following types of trips are specifically excluded: (1) travel as part of an operation crew on a train, airplane, truck, bus or ship, (2) commuting to a place of work, and (3) student trips to or from school.

In this survey, respondents are asked to report all trips of 75 miles or more, one-way, taken during the month immediately preceding the interview. Those trips subsequently calculated to be less than 100 miles in one-way, straight-line distance are excluded from the estimates of trips. This is done in an effort to minimize failure to report trips of 100 miles or more due to respondent error in recall.

Vacation Trip. Vacation is considered to be an occasion when trips are taken, but is not listed as a purpose or reason for travel. The respondent is asked for each trip reported, "Was this a vacation trip?"

Weekend Trip. Each trip was classified as to whether it is weekend trip by asking the respondents, "Was this a weekend or long weekend trip" for each trip reported.

NATIONAL TRAVEL SURVEY QUESTIONNAIRE

TIME INTERVIEW BEGUN_____

LOCATION NUMBER_____PHONE #_____

Hello, my name is _____ and I am calling for the US Travel Data Center. We are conducting a study to learn how often people in the United States take trips.

I'd like to begin by asking how many adults, age 18 and over, live in this household? _____ADULTS

FOR EACH ADULT, ASK:

What is the sex of the oldest adult? 1 MALE 2 FEMALE

What is the sex of the next oldest adult? 1 MALE 2 FEMALE

CONTINUE FOR EACH ADULT IN HOUSEHOLD. 1 MALE 2 FEMALE

1 MALE 2 FEMALE

IF MORE THAN FOUR ADULTS OVER AGE 18 LIVE IN HOUSEHOLD, DISCONTINUE INTERVIEW. DO NOT COUNT TOWARD QUOTA.

2. How many children under age 18 live in this household? _____

3. Did you take any trips away from home of 75 miles or more, one way, since January 1, 19__? Do not include trips taken in regular commuting to and from work or school, or trips taken as flight attendant or vehicle operator. 1 YES 2 NO - (IF NO, GO TO Z1)

4. Did you take any trips away from home 75 miles or more, one way, between the 1st and the ____ of (Current Survey Month)? Include trips that may have started in previous month but ended after the 1st of (Current Survey Month). 1 YES 2 NO- (IF NO, GO TO Z1)

IF "YES", ASK:

5. How many trips of 75 miles or more, one way, have you taken away from home during (Current Survey Month)?

_____

FILL OUT Q.6-21 FOR EVERY TRIP TAKEN (Q.4) ABOVE.

TRIP #_____ ( ) IDENTICAL TO TRIP # 1

6. Thinking of your **first trip in** (Current Survey Month), how many other members of your household, if any, went on this trip?

_____ HOUSEHOLD MEMBERS
IF NONE, GO TO Q.8 BELOW

IF ANY OTHER HOUSEHOLD MEMBERS WENT ALONG, ASK:

7. Please give me the age and sex of each household member who went with you on that trip:

PERSON #1	_____ YEARS	1	MALE	2	FEMALE
PERSON #2	_____ YEARS	1	MALE	2	FEMALE
PERSON #3	_____ YEARS	1	MALE	2	FEMALE
PERSON #4	_____ YEARS	1	MALE	2	FEMALE
PERSON #5	_____ YEARS	1	MALE	2	FEMALE

8. Thinking of the entire trip, what was the total number of **nights** that you spent away from home?

_____ NIGHTS
IF NONE, GO TO Q.12 BELOW

IF ANY NIGHTS SPENT AWAY FROM HOME, ASK:

9. Please tell me the names of each state or country in which you stayed **overnight** on that trip. LIST IN LEFT COLUMN BELOW.

Q9. NAME OF STATE/COUNTRY	Q.10 # OF NIGHTS	Q.11 LODGING
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

10. How many nights did you spend in (EACH STATE/COUNTRY. ASK FOR EACH. TOTAL SHOULD EQUAL NUMBER OF NIGHTS AWAY IN Q.8)

11. **In what types of lodging did you stay when were in each state/country?** ENTER LODGING CODE FROM LIST BELOW.

LODGING CODES:

1 FRIEND'S, RELATIVE'S HOME
2 HOTEL, MOTEL, MOTOR COURT, TOURIST COURT
3 RENTED CABIN, CONDOMINIUM, OR VACATION HOME
4 OWNED CABIN, CONDOMINIUM, OR VACATION HOME
5 CAMPER, TRAILER, RECREATIONAL VEHICLE, TENT
6 ENROUTE--DID NOT STAY ANYPLACE OVERNIGHT
7 OTHER (SPECIFY) _____

12. Thinking of this first trip, what is the name of the destination or the **farthest place** you reached on that trip?

PLACE, CITY, TOWN NAME _____

STATE, COUNTRY _____

13. Was this a vacation trip? 1 YES 2 NO

14. Was this a weekend or long weekend trip? 1 YES 2 NO 3 DON'T KNOW

15. What was the main activity on this trip? (ACCEPT ONLY ONE ANSWER)

1 VISIT FRIENDS OR RELATIVES
2 CONVENTION, SEMINAR, MEETING
3 BUSINESS
4 OUTDOOR RECREATION (hunting,fishing,boating,camping)
5 ENTERTAINMENT (sightseeing,theater,sports)
6 PERSONAL, FAMILY (medical,funeral,wedding)
7 OTHER (specify) _____

IF 1, 3, 4, 5, 6, 7, CIRCLED IN Q.15 ASK:
16. Did you attend a convention, seminar or trade show on this trip? 1 YES 2 NO

17. What was the one type of transportation used to cover most of the miles on this trip? (READ CATEGORIES BELOW)

AUTO OR TRUCK WITHOUT CAMPING EQUIPMENT	1
AUTO OR TRUCK WITH CAMPER TRAILER OR CAMPING EQUIPMENT	2
SELF-CONTAINED RECREATIONAL VEHICLE (LIVE-IN CAMPER)	3
AIRPLANE	4
BUS	5
TRAIN	6
SHIP, BOAT	7
OTHER, (SPECIFY) _____	8
RENTAL CAR	9

18. Did you rent a car at any time on this trip? 1 YES 2 NO

19. For this trip did you purchase a package tour which included at least a place to stay and transportation by air or bus for which you paid one price? 1 YES 2 NO

20. Did you consult a travel agent while arranging this trip? 1 YES 2 NO

IF YES, ASK:

21. Did you use the services of a travel agent to make any hotel or transportation reservations for this trip? 1 YES 2 NO

VACATION TRAVEL INTENTIONS

Z1. How many vacation trips do you intend to take in the next six months?

0 1 2 3 4 5 6 7 8 9 OR MORE Y DON'T KNOW

IF ANY:

Z2. Thinking only of the longest vacation trip you intend to take, in what month will that trip probably end?

1 JANUARY
2 FEBRUARY
3 MARCH
4 APRIL
5 MAY
6 JUNE
7 JULY
8 AUGUST
9 SEPTEMBER
O OCTOBER
X NOVEMBER
Y DECEMBER

Z3. How many nights do you intend to be away from home on this trip?

_____NIGHTS

Z4. In what type of lodging do you intend to spend most of the nights on this trip? (CIRCLE - READ IF NEED TO)

1 FRIEND'S, RELATIVE'S HOME
2 HOTEL, MOTEL, MOTOR COURT, TOURIST COURT
3 RENTED CABIN, CONDOMINIUM, OR VACATION HOME
4 OWNED CABIN, CONDOMINIUM, OR VACATION HOME
5 CAMPER, TRAILER, RECREATIONAL VEHICLE, TENT
6 OTHER (SPECIFY) _____
7 DON'T KNOW

Z5. What will be your final vacation destination (the farthest point you will reach)? (RECORD CITY AND STATE OR COUNTRY)

_____

Z6. Will your destination be more than 500 miles, one way, away from home?

1 YES
2 NO
3 DON'T KNOW

IF YES:

Z7. Will your destination be more than 1000 miles, one way, away from home?

1 YES
2 NO
3 DON'T KNOW

Z8. What one mode of transportation will be used to cover most of the miles on this trip? (READ CATEGORIES)

1 AUTO OR TRUCK WITHOUT CAMPING EQUIPMENT
2 AUTO OR TRUCK WITH CAMPING EQUIPMENT
3 SELF CONTAINED RECREATIONAL VEHICLE
4 AIRPLANE
5 BUS
6 TRAIN
7 SHIP, BOAT
8 OTHER
9 RENTAL CAR

Z9. Have you made any arrangements yet, such as transportation or hotel reservations for this trip?

1 YES
2 NO
3 DON'T KNOW

Z10. How many other members of your household, if any, will go with you on this trip? (CIRCLE ANSWER BELOW)

0 1 2 3 4 5 or more Y DON'T KNOW

IF ONE OR MORE, ASK:
Z11. How many of those members are under 18 years of age? _____

DEMOGRAPHIC CHARACTERISTICS

D1. What is your marital status?

1 MARRIED
2 SINGLE, NEVER MARRIED
3 SEPARATED
4 DIVORCED
5 WIDOWED
6 REFUSED

D2. Are you currently employed full or part-time?

1 YES
2 NO

IF YES, ASK:
D3. What is your occupation? _____

IF NO, ASK:
D4. Are you looking for work? 1 YES 2 NO

D5. Are you retired? 1 YES 2 NO

D6. What is the last grade that you completed in school?

1 LESS THAN HIGH SCHOOL
2 HIGH SCHOOL COMPLETE
3 COLLEGE INCOMPLETE
4 COLLEGE COMPLETE
5 GRADUATE WORK
6 REFUSED

D7. Do you own or rent your home?

1 OWN
2 RENT
3 REFUSED

D8. How many full-time or part-time wage earners live in this household?

1 ONE
2 TWO
3 THREE OR MORE
4 NONE
5 REFUSED

D9. How old are you? _____

D10. Is you family income less than $10,000 per year, between $10,000 and $19,999, between $20,000 and $29,999, $30,000 and $39,999 or between $40,000 and $49,999, between $50,000 and $74,999, between $75,000 and $99,999 or $100,000 or more per year?

1 LESS THAN $10,000
2 BETWEEN $10,000 AND $19,999
3 BETWEEN $20,000 AND $29,999
4 BETWEEN $30,000 AND $39,999
5 BETWEEN $40,000 AND $49,999
6 BETWEEN $50,000 AND $74,999
7 BETWEEN $75,000 AND $99,999
8 $100,000 OR MORE
9 REFUSED

D11. Which of the following credit cards does your household have?

1 VISA
2 MASTERCARD
3 AMERICAN EXPRESS
4 CARTE BLANCHE
5 DINERS CLUB
6 TELEPHONE CREDIT CARD
7 NONE OF THESE
8 REFUSED

D12. What is your zip code number? ___ ___ ___ ___ ___

D14. Sex of respondent: 1 MALE 2 FEMALE

THANK YOU FOR THIS INTERVIEW.
NAME OF INTERVIEWER _____ DATE _____
TIME INTERVIEW ENDED _____ LENGTH OF INTERVIEW _____

CENSUS REGIONS

The nine census regions of residence and final destination mentioned in this report are defined as follows:

New England - Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island, Vermont

Mid-Atlantic - New Jersey, New York, Pennsylvania

South Atlantic - Delaware, District of Columbia, Florida, Georgia, Maryland, North Carolina, South Carolina, Virginia, West Virginia

East South Central - Alabama, Kentucky, Mississippi, Tennessee

West South Central - Arkansas, Louisiana, Oklahoma, Texas

East North Central - Indiana, Illinois, Michigan, Ohio, Wisconsin

West North Central - Iowa, Kansas, Minnesota, Missouri, Nebraska, North Dakota, South Dakota

Mountain - Arizona, Colorado, Idaho, Montana, Nevada, New Mexico, Utah, Wyoming

Pacific - California, Oregon, Washington (Alaska and Hawaii as destinations)

NATIONAL TRAVEL SURVEY METHODOLOGY

The National Travel Survey is based upon data collected each month by telephone interviews from a national probability sample of 1,500 adults (age 18+) representing the total adult, civilian, non-institutional population of the contiguous United States. The sample design is a two-stage, stratified, internally replicated national probability sample using a new sample each month.

Respondents are asked about all trips of 75 miles or more, one-way, taken during the month preceding the interview. Those trips subsequently calculated to be less than 100 miles in one-way, straight-line distance are excluded from the estimate of the number of trips. Starting in 1986, data are also being collected on trips of less than 100 miles which included one or more nights spent in paid accommodations. Demographic information is collected from all 1,500 respondents each month. In addition, a random sample of 1,000 respondents (both travelers and non-travelers) are asked a series of questions concerning vacation travel intentions.

In projecting results, an unequal probability of selection of individuals is corrected by weighting all respondents where the weight given each individual is inversely proportional to the probability of selection of the individual. Such weighting is used to correct for the limitation of one respondent per household in order to give a more accurate count of all trips taken and to correct for unequal probabilities of selection among household members. Weighting is also done when necessary by demographic factors to compensate for any random variation in response.

ESTIMATES OF SAMPLING ERROR

Theoretical estimates for the key projections of this survey are only able to provide a rough indication of sampling error, because of weighting, clustering and response rate. For these reasons, the sample was designed to utilize the method of internal replication to obtain a more accurate measure of actual sampling error. Accordingly, the following table may be used as a guide in determining the range for the major categories of projected trips and person-trips at the 95 percent confidence level.

ESTIMATES OF SAMPLING ERROR FOR PROJECTED TRAVEL VOLUMES
AUTUMN 1987 TRAVEL

	TRIPS (MILLIONS) ESTIMATE	RANGE	PERSON-TRIPS (MILLIONS) ESTIMATE	RANGE
Total	165.2	163.2 - 167.2	294.1	291.1 - 297.1
Vacation	92.6	91.1 - 94.1	187.8	185.8 - 189.8
Pleasure	111.0	109.5 - 112.5	214.2	211.7 - 216.7
Bus/Conv	49.4	48.4 - 50.4	61.8	60.8 - 62.8
Weekend	72.1	71.1 - 73.1	133.8	132.3 - 135.3
Auto	109.7	108.2 - 111.2	218.1	215.6 - 220.6
Air	44.1	43.1 - 45.1	61.3	60.3 - 62.3
Hotel	81.8	80.3 - 83.3	136.8	135.3 - 138.3
Seniors (55+)	37.9	35.9 - 39.9	59.9	57.9 - 61.9

In looking at characteristics of trips and person-trips for the major categories reported above, it may be helpful to refer to the following chart, which indicates the approximate statistical variability of the estimates contained in this report at the 95 percent confidence level.

APPROXIMATE SAMPLING TOLERANCE FOR SURVEY
PERCENTAGES AT OR NEAR THESE LEVELS

SAMPLE SIZE	10% OR 90%	20% OR 80%	30% OR 70%	40% OR 60%	50%
100	7	10	11	12	12
500	3	4	5	5	5
700	3	3	4	4	4
1000	2	3	4	4	4
1500	1	2	3	3	3

SAMPLE CHARACTERISTICS
Autumn 1987

Number of telephone interviews completed	4,552
Number of respondents reporting one or more qualifying trips*	1,160
Total number of qualifying trips	1,688

*In the National Travel Survey, a qualifying trip must be at least 100 miles away from home.

R9375-D

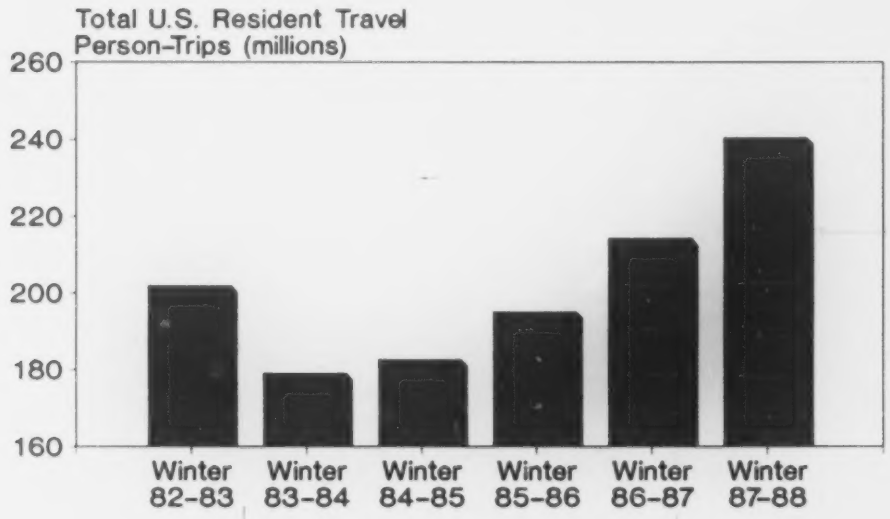
US Travel Data Center

Executive Briefing

A National Travel Survey Summary

US Travel Data Center • Two Lafayette Centre, 1133 21st Street, NW • Washington, DC 20036 • (202) 293-1040

WINTER 1987-88



WINTER 1987-88 TRAVEL SUMMARY

- U.S. residents took an estimated 240.6 million person-trips during winter 1987-88, up 12 percent from the previous winter. A record number of winter person-trips was set during this period as travel reached its highest level in the past six winter seasons.

- Auto/truck/RV, weekend, and vacation travel all posted significant growth over last winter, up 21 percent, 21 percent, and 16 percent respectively. Pleasure travel remained strong with a 9 percent rise in person-trips.

- The Southeast census region was the most popular destination, receiving nearly 63 million person-trips. The West and Midwest regions followed with 56.1 and 41.2 million person-trips respectively. The largest percent increase from winter 1986-87 was seen in the Great Lakes region, up considerably from a year ago.

(Continued)

WINTER 1987-88 TRAVEL SUMMARY
(Continued)

- Americans traveling during the winter months of December 1987, January and February 1988 tended to use auto, truck, or RV transportation (77%), to go for pleasure purposes such as visiting friends and relatives, outdoor recreation, and entertainment (74%), and to stay in the homes of friends or relatives (49%) versus commercial lodging (35%).

- Pleasure travelers used auto/truck/RV slightly more than travelers overall (79% vs. 77%) while business travelers relied much less on personal vehicles (60%) and relatively more on air transportation (38%).

- Fifty-five percent of pleasure travelers stayed in friends or relatives' homes and 31 percent stayed in paid accommodations. Conversely, 20 percent of business travelers lodged with friends or relatives while 63 percent used hotels/motels. Sixteen percent of business person-trips involved no overnight stay.

- The typical winter 1987-88 traveler was married (55%) and between the ages of 25-44 (47%). Almost half of all travelers had professional, managerial, or technical jobs (46%). One quarter of the travelers had family incomes of $50,000 or more.

- Winter travelers averaged 920 round-trip domestic miles on their trips, down from 1,010 miles last winter. Vacation and weekend trips were taken closer to home during the winter months as these round-trip distances decreased from a year ago.

- Eleven percent of all winter 1987-88 person-trips taken were daytrips, and, on average, travelers were away 4.1 nights. The average duration of a vacation trip was 4.6 nights, down from 5.2 nights the winter before.

- Economic conditions generally benefitted the consumer during this winter season. Disposable income and personal outlays both increased about 7 percent over the previous winter. Real GNP grew nearly 5 percent.

- Prices were also up as the Travel Price Index was 4.6 percent higher than the previous winter and the Consumer Price Index rose 4.1 percent. Nevertheless, winter 1987-88 was a record winter for travel despite strong cost increases in motor fuel (10.2%), entertainment (7.0%), and lodging (5.4%).

U.S. RESIDENT TRAVEL VOLUMES: WINTER 1986-87 AND 1987-88

	TRIPS (MILLIONS)			PERSON-TRIPS (MILLIONS)			TRAVEL PARTY SIZE (PEOPLE)	
	WINTER 1986-87	WINTER 1987-88	% CHG	WINTER 1986-87	WINTER 1987-88	% CHG	WINTER 1986-87	WINTER 1987-88
TRAVEL CATEGORY								
TOTAL	115.7	128.2	10.8%	214.3	240.6	12.3%	1.85	1.88
VACATION	62.1	71.0	14.3	132.7	154.2	16.2	2.14	2.17
PLEASURE	81.0	86.6	6.9	165.5	179.9	8.7	2.04	2.08
BUSINESS/CONVENTION	30.1	30.7	2.0	37.6	37.9	0.8	1.25	1.23
WEEKEND	48.2	57.1	18.5	99.6	120.3	20.8	2.07	2.11
AUTO/TRUCK/RV	75.8	90.1	18.9	152.0	184.5	21.4	2.01	2.05
AIR	31.0	35.1	13.2	50.4	52.5	4.2	1.63	1.50
HOTEL/MOTEL	50.7	50.7	0.0	88.7	85.3	-3.8	1.75	1.68
AGE*								
18-34	50.5	54.1	7.1%	75.2	82.7	10.0%	1.49	1.53
35-54	41.2	46.1	11.9	68.5	75.7	10.5	1.66	1.64
55 AND OVER	24.0	28.0	16.7	38.3	47.7	24.5	1.60	1.70
FAMILY INCOME*								
UNDER $20,000	26.9	33.3	23.8%	46.1	56.6	22.8%	1.71	1.70
$20,000-$40,000	47.1	44.6	-5.3	89.1	85.3	-4.3	1.89	1.91
OVER $40,000	41.7	50.3	20.6	79.1	98.7	24.8	1.90	1.96
CENSUS REGION OF DESTINATION								
NORTHEAST	17.2	17.3	0.6%	33.0	34.4	4.2%	1.92	1.99
SOUTHEAST	30.6	32.4	5.9	53.9	62.5	16.0	1.76	1.93
GREAT LAKES	12.4	19.8	59.7	21.3	31.5	47.9	1.72	1.59
MIDWEST	20.0	23.4	17.0	35.5	41.2	16.1	1.78	1.76
WEST	28.9	33.1	14.5	56.4	56.1	-0.5	1.95	1.69

*Adjusted for non-response.

Note: 1) On a trip basis, the age reported is the age of each adult respondent taking a trip. On a person-trip basis, the age reported is the age of each adult household member on a trip. Person-trips taken by household members under 18 are not shown.

2) Destination figures do not include travel outside the U.S.

Source: US Travel Data Center's National Travel Survey

WINTER 1987-88 TRAVEL CHARACTERISTICS

	TRIPS			PERSON-TRIPS		
	TOTAL	PLEASURE	BUSINESS	TOTAL	PLEASURE	BUSINESS
BASE (MILLIONS)	128.2	86.6	30.7	240.6	179.9	37.9
WEEKEND TRIP	44%	51%	23%	50%	53%	29%
VACATION TRIP	55	75	5	64	79	6
PRIMARY PURPOSE OF TRIP						
PLEASURE (ANY)	67%	100%	5%	74%	100%	7%
VISIT FRIENDS OR RELATIVES	34	51	3	40	54	4
OUTDOOR RECREATION	14	21	2	15	21	2
ENTERTAINMENT	19	29	1	20	26	3
BUSINESS (ANY)	24	2	100	16	1	100
CONVENTION, ETC.	8	1	33	6	1	37
OTHER BUSINESS	16	1	67	10	*	63
OTHER	10	*	*	11	*	*
PRIMARY MODE OF TRANSPORTATION						
AUTO, TRUCK, RV (INCLUDES RENTAL CAR)	70%	75%	56%	77%	79%	60%
RENTAL CAR	3	1	9	2	1	11
AIRPLANE	27	23	42	22	19	38
BUS	1	2	1	1	1	*
TRAIN	1	1	1	*	*	*
OTHER	*	*	1	*	*	1
HOUSEHOLD MEMBERS ON TRIP						
ONE	52%	44%	81%	28%	21%	66%
TWO	29	32	16	30	30	26
THREE	8	9	2	12	13	5
FOUR	6	7	*	13	14	1
FIVE	3	5	1	9	12	3
SIX OR MORE	2	3	*	7	9	*
TRIP DURATION						
NO NIGHTS	12%	10%	17%	11%	10%	16%
1 NIGHT	14	14	15	13	12	16
2 OR 3 NIGHTS	40	40	39	43	43	38
4 TO 9 NIGHTS	23	23	22	23	24	22
10 NIGHTS OR MORE	12	13	7	10	11	9
AVERAGE DURATION (INCL. ZERO)	4.3	4.6	3.5	4.1	4.3	3.6

*Less than 0.5 percent.

Note: Primary purpose of trip may add to more than 100 percent due to multiple answers.

Source: US Travel Data Center's National Travel Survey

WINTER 1987-88 TRAVEL CHARACTERISTICS

	TRIPS			PERSON-TRIPS		
	TOTAL	PLEASURE	BUSINESS	TOTAL	PLEASURE	BUSINESS
BASE (MILLIONS)	128.2	86.6	30.7	240.6	179.9	37.9
TRAVEL PARTY STRUCTURE						
PARTIES WITHOUT CHILDREN	85%	82%	98%	70%	66%	97%
ONE ADULT	52	44	81	28	21	66
TWO ADULTS	26	30	15	28	29	24
THREE OR MORE ADULTS	7	9	2	14	16	7
PARTIES WITH CHILDREN	14%	18%	2%	30	34	3
ONE ADULT	4	5	1	8	8	2
TWO ADULTS	6	9	1	14	16	2
THREE OR MORE ADULTS	3	4	*	8	10	*
TYPES OF LODGING USED						
FRIENDS, RELATIVES HOME	44%	53%	18%	49%	55%	20%
HOTEL OR MOTEL	39	32	65	35	31	63
RENTED CABIN OR CONDOMINIUM	5	7	*	5	5	*
OWNED CABIN OR CONDOMINIUM	2	3	1	2	2	1
CAMPER, TRAILER, OR RV	2	2	2	2	2	1
OTHER	2	1	2	2	1	2
NO OVERNIGHT STAY	12	10	17	11	10	16
CENSUS REGION OF ORIGIN						
NORTHEAST	16%	17%	14%	17%	18%	14%
SOUTHEAST	22	22	19	22	21	19
GREAT LAKES	16	18	16	19	21	14
MIDWEST	20	17	24	18	15	23
WEST	26	25	27	25	24	29
CENSUS REGION OF DESTINATION						
NORTHEAST	14%	13%	17%	14%	15%	18%
SOUTHEAST	25	25	21	26	24	20
GREAT LAKES	12	12	11	13	14	11
MIDWEST	18	16	21	17	16	20
WEST	26	27	24	23	24	26

*Less than 0.5 percent.

Note: Lodging type may add to more than 100 percent due to multiple answers.

Source:. US Travel Data Center's National Travel Survey

WINTER 1987-88 DEMOGRAPHICS

	PROJECTED TO TRIPS		
	TOTAL	PLEASURE	BUSINESS
BASE (MILLIONS)	128.2	86.6	30.7
MARITAL STATUS			
MARRIED	55%	52%	63%
NOT MARRIED	45	48	37
SEX			
MALE	53%	51%	65%
FEMALE	47	49	35
AGE*			
18 - 24	17%	21%	11%
25 - 34	25	26	26
35 - 44	22	18	30
45 - 54	14	12	18
55 AND OVER	22	24	17
EDUCATION			
HIGH SCHOOL OR LESS	46%	51%	26%
COLLEGE INCOMPLETE	19	19	22
COLLEGE COMPLETE	24	21	33
GRADUATE WORK	11	9	19
OCCUPATION			
PROFESSIONAL/MANAGERIAL	18%	16%	27%
OTHER WHITE COLLAR	28	23	43
BLUE COLLAR	20	21	18
RETIRED	13	15	4
OTHER	19	24	8
FAMILY INCOME*			
LESS THAN $20,000	26%	27%	17%
$20,000 - $29,999	18	18	14
$30,000 - $39,999	18	19	14
$40,000 - $49,999	14	14	16
$50,000 OR MORE	25	21	40

*Adjusted for non-response.

Source: US Travel Data Center's National Travel Survey

TRIP CHARACTERISTICS BY SEASON OF TRAVEL

	WINTER 1986-87	SPRING 1987	SUMMER 1987	AUTUMN 1987	WINTER 1987-88
AVERAGE ROUND-TRIP DISTANCE (MILES)					
TOTAL	1,010	940	850	980	920
VACATION	1,160	880	880	940	960
PLEASURE	1,120	890	850	890	910
BUSINESS/CONVENTION	1,080	1,240	1,100	1,310	1,070
WEEKEND	780	710	600	780	660
AUTO/TRUCK/RV	730	630	620	660	570
AIR	2,020	2,090	1,980	2,260	2,280
HOTEL/MOTEL	1,170	1,060	1,020	1,160	1,230
AVERAGE DURATION INCLUDING 0 (NIGHTS)					
TOTAL	4.4	4.4	5.2	4.2	4.1
VACATION	5.2	5.2	5.7	4.5	4.6
PLEASURE	4.9	4.8	5.2	4.2	4.3
BUSINESS/CONVENTION	3.2	3.6	4.5	4.1	3.6
WEEKEND	2.6	2.6	2.7	2.7	2.5
AUTO/TRUCK/RV	3.7	3.9	4.8	3.8	3.4
AIR	6.4	6.3	7.2	5.3	6.4
HOTEL/MOTEL					
SPENT AT LEAST ONE NIGHT IN HOTEL/MOTEL	4.2	4.7	5.2	4.6	4.6
NIGHTS SPENT IN HOTEL/MOTEL ONLY	3.9	3.7	4.1	3.6	3.4
PERSON-NIGHTS (MILLIONS)					
TOTAL	929	1,089	2,144	1,228	997
VACATION	690	798	1,680	839	702
PLEASURE	800	887	1,776	897	775
BUSINESS/CONVENTION	121	169	254	249	137
WEEKEND	259	335	501	365	305
AUTO/TRUCK/RV	568	713	1,518	834	630
AIR	322	341	505	327	337
HOTEL/MOTEL	214	292	532	366	230

Note: Average round-trip distance, average duration and person-nights are calculated for person-trips, except for the hotel/motel category which is based on trips.

Source: US Travel Data Center's National Travel Survey

TRIP VOLUMES BY SEASON OF TRAVEL

TRIPS (MILLIONS)	WINTER 1986-87	SPRING 1987	SUMMER 1987	AUTUMN 1987	WINTER 1987-88	PERCENT CHANGE FROM PREVIOUS WINTER
TRAVEL CATEGORY						
TOTAL	115.7	137.1	214.9	165.2	128.2	10.8%
VACATION	62.1	75.5	134.4	92.6	71.0	14.3
PLEASURE	81.0	93.2	158.5	111.0	86.6	6.9
BUSINESS/CONVENTION	30.1	34.4	43.5	49.4	30.7	2.0
WEEKEND	48.2	62.7	85.9	72.1	57.1	18.5
AUTO/TRUCK/RV	75.8	94.3	149.4	109.7	90.1	18.9
AIR	31.0	35.5	48.5	44.1	35.1	13.2
HOTEL/MOTEL	50.7	62.4	105.7	81.8	50.7	0.0
AGE*						
18-34	50.5	53.7	95.2	68.0	54.1	7.1%
35-54	41.2	50.3	75.9	59.3	46.1	11.9
55 AND OVER	24.0	33.1	43.8	37.9	28.0	16.7
FAMILY INCOME*						
UNDER $20,000	26.9	37.1	58.6	35.6	33.3	23.8%
$20,000-$40,000	47.1	54.8	85.3	66.9	44.6	-5.3
OVER $40,000	41.7	45.2	71.0	62.7	50.3	20.6
CENSUS REGION OF DESTINATION						
NORTHEAST	17.2	15.3	27.4	21.0	17.3	0.6%
SOUTHEAST	30.6	37.7	63.7	41.5	32.4	5.9
GREAT LAKES	12.4	14.5	28.6	19.8	19.8	59.7
MIDWEST	20.0	24.3	36.3	30.1	23.4	17.0
WEST	28.9	39.4	44.9	42.5	33.1	14.5

*Adjusted for non-response.

Note: Destination figures do not include travel outside the U.S.

Source: US Travel Data Center's National Travel Survey

PERSON-TRIP VOLUMES BY SEASON OF TRAVEL

PERSON-TRIPS (MILLIONS)	WINTER 1986-87	SPRING 1987	SUMMER 1987	AUTUMN 1987	WINTER 1987-88	PERCENT CHANGE FROM PREVIOUS WINTER
TRAVEL CATEGORY						
TOTAL	214.3	252.0	419.2	294.1	240.6	12.3%
VACATION	132.7	152.7	295.3	187.8	154.2	16.2
PLEASURE	165.5	187.2	329.7	214.2	179.9	8.7
BUSINESS/CONVENTION	37.6	47.4	58.8	61.8	37.9	0.8
WEEKEND	99.6	129.6	183.1	133.8	120.3	20.8
AUTO/TRUCK/RV	152.0	183.3	322.6	218.1	184.5	21.4
AIR	50.4	53.8	72.5	61.3	52.5	4.2
HOTEL/MOTEL	88.7	112.2	183.6	136.8	85.3	-3.8
AGE*						
UNDER 18	32.3	33.8	72.1	36.2	34.5	6.8%
18-34	75.2	86.8	143.4	97.4	82.7	10.0
35-54	68.5	76.2	134.7	100.6	75.7	10.5
55 AND OVER	38.3	55.2	69.0	59.9	47.7	24.5
FAMILY INCOME*						
UNDER $20,000	46.1	68.8	104.4	61.2	56.6	22.8%
$20,000-$40,000	89.1	103.9	178.4	119.0	85.3	-4.3
OVER $40,000	79.1	79.3	136.4	113.9	98.7	24.8
CENSUS REGION OF DESTINATION						
NORTHEAST	33.0	23.7	51.2	33.9	34.4	4.2%
SOUTHEAST	53.9	72.0	129.0	71.4	62.5	16.0
GREAT LAKES	21.3	28.7	54.7	36.1	31.5	47.9
MIDWEST	35.5	43.8	77.7	65.1	41.2	16.1
WEST	56.4	74.1	79.4	69.6	56.1	-0.5

*Adjusted for non-response.

Note: Destination figures do not include travel outside the U.S.

Source: US Travel Data Center's National Travel Survey

TRAVEL TRENDS, WINTER 1982-83 THROUGH 1987-88

	WINTER 1982-83	WINTER 1983-84	WINTER 1984-85	WINTER 1985-86	WINTER 1986-87	WINTER 1987-88
TRIPS (MILLIONS)						
TOTAL	100.4	98.6	103.0	108.5	115.7	128.2
VACATION	55.2	54.9	59.1	60.6	62.1	71.0
PLEASURE	70.5	64.3	66.0	75.4	81.0	86.6
BUSINESS/CONVENTION	18.9	26.3	27.7	28.7	30.1	30.7
WEEKEND	43.4	34.9	37.8	44.1	48.2	57.1
AUTO/TRUCK/RV	72.4	66.1	63.5	70.4	75.8	90.1
AIR	23.0	28.4	30.4	30.4	31.0	35.1
HOTEL/MOTEL	34.1	43.5	46.4	39.8	50.7	50.7
PERSON-TRIPS (MILLIONS)						
TOTAL	202.0	179.3	182.9	195.3	214.3	240.6
VACATION	120.5	112.4	120.6	123.4	132.7	154.2
PLEASURE	151.7	130.1	130.4	148.6	165.5	179.9
BUSINESS/CONVENTION	26.1	32.5	34.9	37.3	37.6	37.9
WEEKEND	94.4	71.3	77.4	81.5	99.6	120.3
AUTO/TRUCK/RV	161.3	134.1	127.2	136.8	152.0	184.5
AIR	33.1	39.3	42.4	47.7	50.4	52.5
HOTEL/MOTEL	*	*	*	65.8	88.7	85.3
TRAVEL PARTY SIZE (PEOPLE)						
TOTAL	2.01	1.82	1.78	1.80	1.85	1.88
VACATION	2.18	2.05	2.04	2.04	2.14	2.17
PLEASURE	2.15	2.02	1.98	1.97	2.04	2.08
BUSINESS/CONVENTION	1.38	1.24	1.26	1.30	1.25	1.23
WEEKEND	2.18	2.04	2.05	1.85	2.07	2.11
AUTO/TRUCK/RV	2.23	2.03	2.00	1.94	2.01	2.05
AIR	1.44	1.38	1.39	1.57	1.63	1.50
HOTEL/MOTEL	*	*	*	1.65	1.75	1.68

*Hotel/motel person-trip data not available prior to 1985.

Source: US Travel Data Center's National Travel Survey

OVERALL U.S. ECONOMIC INDICATORS
(PERCENT CHANGE FROM PREVIOUS WINTER)

MEASURE	WINTER 1986-87	WINTER 1987-88
REAL GNP*	1.5%	4.8%
PAYROLL EMPLOYMENT	2.1	4.4
DISPOSABLE INCOME*	6.0	7.4
PERSONAL OUTLAYS*	6.5	7.1
CONSUMER PRICE INDEX	1.6	4.1

*Available for January through March only.
Note: Personal Outlays include personal consumption expenditures; interest paid by consumers to business; and personal transfers to foreigners.
Source: U.S. Department of Commerce, U.S. Department of Labor

TRAVEL PRICE TRENDS
(PERCENT CHANGE FROM PREVIOUS WINTER)

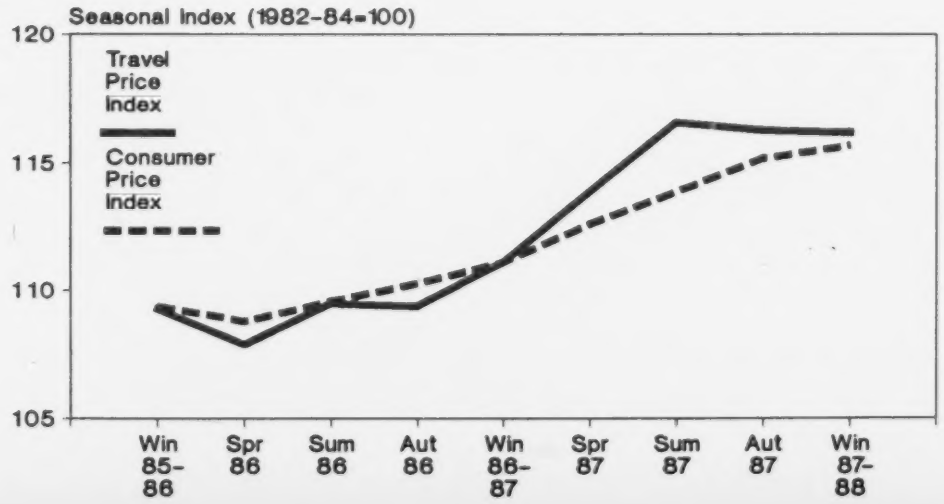
TPI COMPONENT	WINTER 1986-87	WINTER 1987-88
TRANSPORTATION	-11.9%	6.0%
MOTOR FUEL	-25.2	10.2
AIRLINE FARES	5.5	0.4
OTHER INTERCITY TRANSPORTATION	3.2	2.1
INTRACITY PUBLIC TRANSPORTATION	4.4	2.3
ENTERTAINMENT	NA	7.0
LODGING	5.4	5.4
FOOD AND BEVERAGES AWAY FROM HOME	4.2	3.7
TRAVEL PRICE INDEX	1.6	4.6

Source: US Travel Data Center's Travel Price Index

SEASONAL PRICE INDICES

	CONSUMER PRICE INDEX*	TRAVEL PRICE INDEX*
WINTER 1985-86	109.4	109.3
SPRING 1986	108.8	107.9
SUMMER 1986	109.6	109.5
AUTUMN 1986	110.3	109.4
WINTER 1986-87	111.1	111.1
SPRING 1987	112.6	113.9
SUMMER 1987	113.9	116.6
AUTUMN 1987	115.2	116.3
WINTER 1987-88	115.7	116.2

*(1982-84 = 100)
Source: US Travel Data Center, U.S. Bureau of Labor Statistics



NATIONAL TRAVEL SURVEY METHODOLOGY

The National Travel Survey is conducted monthly by telephone with national probability samples of 1,500 adults (age 18+) representing the total adult civilian, non-institutional population of the contiguous United States. Respondents are asked about all trips of 75 miles or more, one-way, taken during the month preceding the interview. Those trips subsequently calculated to be less than 100 miles one-way straight-line distance are excluded from the estimate of trips. Demographic information is also collected from all 1,500 respondents.

DEFINITIONS

TRIP. Each time one or more persons from a household goes to a place at least 100 miles away from home (one-way) excluding: (1) travel as part of an operation crew on a train, airplane, truck, bus or ship. (2) commuting to a place of work, and (3) student trips to or from school.

PERSON-TRIP. One person on a trip. If one person reported three different trips, his/her travel is counted as three trips and three person-trips. If three persons from a household go together on one trip, their travel is counted as one trip and three person-trips.

PERSON-NIGHT. The number of nights spent by persons on trips. If two persons took a trip that involved being away from home five nights, the travel would be counted as ten person-nights. Day trips (no overnight stay) are not included in person-night figures.

CENSUS REGIONS

NORTHEAST: New England: Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island, Vermont; Middle Atlantic: New Jersey, New York, Pennsylvania; SOUTHEAST: South Atlantic: Delaware, District of Columbia, Florida, Georgia, Maryland, North Carolina, South Carolina, Virginia, West Virginia; East South Central: Alabama, Kentucky, Mississippi, Tennessee; GREAT LAKES: East North Central: Illinois, Indiana, Michigan, Ohio, Wisconsin: MID WEST: West North Central: Iowa, Kansas, Minnesota, Missouri, Nebraska, North Dakota, South Dakota; West South Central: Arkansas, Louisiana, Oklahoma, Texas; WEST: Mountain: Arizona, Colorado, Idaho, Montana, Nevada, New Mexico, Wyoming, Utah; Pacific: Washington, Oregon, California; Alaska, Hawaii (as destinations).

SAMPLE CHARACTERISTICS

WINTER 1987-88: 4,546 interviews completed; 1,407 winter 1987-88 trips reported.

The chart below indicates the approximate statistical variability at the 95% confidence level to be expected from the estimates contained in this report.

	Survey Percentages at or Near these Levels				
Sample Size	10% or 90%	20% or 80%	30% or 70%	40% or 60%	50%
100	7	10	11	12	12
500	3	4	5	5	5
700	3	3	4	4	4
1000	2	3	4	4	4
1500	1	2	3	3	3

This **Travel Executive Briefing** is a summary of travel by U.S. residents during December 1987 through February 1988. It is supplemented by the **Winter 1987-88 Travel Market Close-Up**, which offers more detailed trip, person-trip, and demographic data. For further information contact Lenore Reid, Manager of Survey Research at (202) 293-1040.

R9375-13

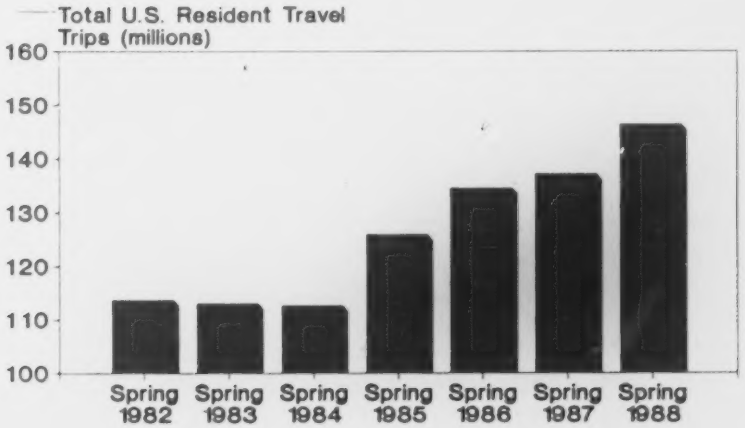
US Travel Data Center

Executive Briefing

A National Travel Survey Summary

US Travel Data Center • Two Lafayette Centre, 1133 21st Street, NW • Washington, DC 20036 • (202) 293-1040

SPRING 1988



SPRING 1988 TRAVEL SUMMARY

- Climbing to its highest level in the past six spring seasons, the volume of spring 1988 trips grew 7 percent while the number of person-trips grew 3 percent over the previous spring.
- Overall, the volume of trips posted larger increases than person-trips due to a smaller number of household members traveling together.
- The trend toward a smaller travel party size (number of household members traveling together) continued in spring 1988 as travel party sizes for almost every travel type or segment decreased from the previous spring.

(Continued)

SPRING 1988 TRAVEL SUMMARY
(Continued)

- On a trip basis in spring 1988, all types of travel increased at least 4 percent from spring 1987, except for air travel which remained fairly stable.

- A typical spring person-trip lasted 3.8 nights and on average, covered 970 round-trip miles, while a pleasure person-trip usually lasted slightly longer (4.0) nights and covered the same distance. An average business person-trip was shorter (3.3 nights) and covered more distance (1,180) compared to all person-trips.

- One-half of all person-trips were taken over a weekend or long weekend and 61 percent of total person-trips were considered to be a vacation.

- The majority of Americans taking person-trips in spring 1988 traveled for pleasure reasons; either without any or with only one other household member; traveled by car; and stayed two to three nights.

- Air person-trips suffered a 4 percent drop and the drop in pleasure travel party size caused pleasure person-trips to stabilize in spring 1988 from spring 1987.

- The Southeast and West were the top two destination regions.

- Spring 1988 travelers taking pleasure trips tended to married and male. Travelers taking business trips were even more likely to be male, but less likely to be married than those taking pleasure trips. Also, those taking business trips were significantly more likely to be a college graduate; have a family income over $50,000; and work in a managerial position than travelers reporting pleasure trips.

- Thirteen percent of all business person-trips were also taken for pleasure reasons, such as outdoor recreation, entertainment or visits to friends and relatives. Conversely, 4 percent of all pleasure person-trips were also taken for business reasons.

- Economic indicators showed continued growth and set the stage for a strong travel season. Payroll employment, disposable income and real GNP in spring 1988 grew at a faster rate than the previous spring. However, while the rate of growth for disposable income increased, the rate of growth for personal outlays slowed.

- Travel prices increased 4.6 percent in spring 1988 from spring 1987, but the rate of increase was slower than in spring 1987. Consumer prices increased 3.9 percent in spring 1988, a slightly faster rate of increase than in spring 1987 (3.5 percent).

CURRENT SEASON COMPARED TO YEAR-EARLIER SEASON

U.S. RESIDENT TRAVEL VOLUMES: SPRING 1987 AND 1988

	TRIPS (MILLIONS)			PERSON-TRIPS (MILLIONS)			TRAVEL PARTY SIZE (PEOPLE)	
	SPRING 1987	SPRING 1988	% CHG	SPRING 1987	SPRING 1988	% CHG	SPRING 1987	SPRING 1988
TYPE OF TRAVEL								
TOTAL	137.1	146.4	6.8%	252.0	258.5	2.6%	1.84	1.77
VACATION	75.5	80.0	6.0	152.7	157.7	3.3	2.02	1.97
PLEASURE	93.2	97.9	5.0	187.2	186.2	-0.5	2.01	1.90
BUSINESS/CONVENTION	34.4	39.4	14.5	47.4	53.4	12.7	1.38	1.36
WEEKEND	62.7	65.1	3.8	129.6	130.4	0.6	2.07	2.00
AUTO/TRUCK/RV	94.3	104.2	10.5	183.3	197.0	7.5	1.94	1.89
AIR	35.5	35.1	-1.1	53.8	51.7	-3.9	1.52	1.47
HOTEL/MOTEL	62.4	69.6	11.5	112.2	118.3	5.4	1.80	1.70
AGE*								
18-34	53.7	67.0	24.8%	86.8	94.6	9.0%	1.62	1.41
35-54	50.3	51.1	1.6	76.2	77.6	1.8	1.51	1.52
55+	33.1	28.3	-14.5	55.2	47.6	-13.8	1.67	1.68
FAMILY INCOME*								
UNDER $20,000	37.1	34.4	-7.3%	68.8	61.8	-10.2%	1.85	1.80
$20,000-$40,000	54.8	59.7	8.9	103.9	107.2	3.2	1.90	1.80
OVER $40,000	45.2	52.3	15.7	79.3	89.5	12.9	1.75	1.71
CENSUS REGION OF DESTINATION								
NORTHEAST	15.3	20.6	34.6%	23.7	32.8	38.4%	1.55	1.59
SOUTHEAST	37.7	36.7	-2.7	72.0	67.1	-6.8	1.91	1.83
GREAT LAKES	14.5	19.7	35.9	28.7	35.9	25.1	1.98	1.82
MIDWEST	24.3	28.3	16.5	43.8	50.8	16.0	1.80	1.80
WEST	39.4	32.7	-17.0	74.1	59.4	-19.8	1.88	1.82

*Adjusted for non-response.

Note: 1) On a trip basis, the age reported is the age of each adult respondent taking a trip. On a person-trip basis, the age reported is the age of each adult household member on a trip. Person-trips taken by household members under age 18 are not shown.
2) Destination figures do not include travel outside the U.S.

Source: US Travel Data Center's National Travel Survey

CURRENT SEASON TRAVEL CHARACTERISTICS

SPRING 1988 TRAVEL CHARACTERISTICS

	TRIPS			PERSON-TRIPS		
	TOTAL	PLEASURE	BUSINESS	TOTAL	PLEASURE	BUSINESS
BASE (MILLIONS)	146.4	97.9	39.4	258.5	186.2	53.4
WEEKEND TRIP	44%	52%	27%	50%	56%	31%
VACATION TRIP	55	72	13	61	74	18
PRIMARY PURPOSE OF TRIP						
PLEASURE (ANY)	65%	100%	12%	71%	100%	13%
VISIT FRIENDS OR RELATIVES	31	47	6	35	50	6
OUTDOOR RECREATION	13	20	3	13	19	3
ENTERTAINMENT	24	37	7	24	35	8
BUSINESS (ANY)	27	5	100	21	4	100
CONVENTION, ETC.	10	4	36	8	3	39
OTHER BUSINESS	17	1	64	13	1	61
OTHER	10	*	*	10	*	*
PRIMARY MODE OF TRANSPORTATION						
AUTO, TRUCK, RV (INCLUDES RENTAL CAR)	72%	76%	57%	77%	80%	57%
RENTAL CAR	3	3	6	3	3	7
AIRPLANE	24	20	44	20	16	44
BUS	1	2	*	2	2	2
TRAIN	1	1	1	1	1	1
OTHER	2	2	1	2	2	1
HOUSEHOLD MEMBERS ON TRIP						
ONE	54%	47%	77%	30%	24%	56%
TWO	27	30	15	30	31	21
THREE	9	11	5	16	17	10
FOUR	6	8	1	13	16	3
FIVE	3	4	1	8	10	5
SIX OR MORE	1	1	1	3	3	5
TRIP DURATION						
NO NIGHTS	16%	14%	14%	14%	12%	14%
1 NIGHT	14	11	20	13	10	21
2 OR 3 NIGHTS	39	41	40	42	43	38
4 TO 9 NIGHTS	23	25	19	23	25	19
10 NIGHTS OR MORE	9	10	7	9	9	8
AVERAGE DURATION (INCL. ZERO)	3.8	4.1	3.2	3.8	4.0	3.3

*Less than 0.5 percent.
Note: Primary purpose of trip may add to more than 100 percent due to multiple answers.
Source: US Travel Data Center's National Travel Survey

CURRENT SEASON TRAVEL CHARACTERISTICS

SPRING 1988 TRAVEL CHARACTERISTICS

	TRIPS			PERSON-TRIPS		
	TOTAL	PLEASURE	BUSINESS	TOTAL	PLEASURE	BUSINESS
BASE (MILLIONS)	146.4	97.9	39.4	258.5	186.2	53.4
TRAVEL PARTY STRUCTURE						
PARTIES WITHOUT CHILDREN	84%	79%	93%	66%	61%	79%
ONE ADULT	54	45	77	30	23	56
TWO ADULTS	26	29	14	28	29	21
THREE OR MORE ADULTS	4	5	1	8	8	2
PARTIES WITH CHILDREN	16%	20%	7%	34	38	21
ONE ADULT	2	3	1	4	4	1
TWO ADULTS	9	11	5	18	21	14
THREE OR MORE ADULTS	4	5	2	11	12	6
TYPES OF LODGING USED						
FRIENDS, RELATIVES HOME	32%	40%	13%	35%	41%	12%
HOTEL OR MOTEL	48	41	72	46	40	72
RENTED CABIN OR CONDOMINIUM	4	4	2	3	3	3
OWNED CABIN OR CONDOMINIUM	3	4	*	3	3	*
CAMPER, TRAILER, OR RV	3	3	2	3	4	2
OTHER	2	3	2	3	3	3
NO OVERNIGHT STAY	16	14	14	14	12	14
CENSUS REGION OF ORIGIN						
NORTHEAST	18%	19%	18%	17%	18%	15%
SOUTHEAST	23	22	26	24	22	26
GREAT LAKES	15	14	13	16	15	13
MIDWEST	22	23	21	22	23	22
WEST	21	22	22	21	22	23
CENSUS REGION OF DESTINATION						
NORTHEAST	14%	14%	16%	13%	13%	14
SOUTHEAST	25	23	27	26	24	29
GREAT LAKES	14	13	12	14	14	11
MIDWEST	19	20	14	20	20	15
WEST	22	23	26	23	24	29

*Less than 0.5 percent.
Note: Lodging type may add to more than 100 percent due to multiple answers.
Source: US Travel Data Center's National Travel Survey

CURRENT SEASON DEMOGRAPHIC CHARACTERISTICS

SPRING 1988 DEMOGRAPHICS

	PROJECTED TO TRIPS		
	TOTAL	PLEASURE	BUSINESS
BASE (MILLIONS)	146.4	97.9	39.4
MARITAL STATUS			
MARRIED	59%	61%	55%
NOT MARRIED	41	39	45
SEX			
MALE	60%	57%	67%
FEMALE	40	43	33
AGE*			
18 - 24	16%	18%	12%
25 - 34	29	29	33
35 - 44	20	17	28
45 - 54	15	15	13
55 AND OVER	20	21	14
Average	40	40	39
EDUCATION			
HIGH SCHOOL OR LESS	49%	54%	34%
COLLEGE INCOMPLETE	18	18	16
COLLEGE COMPLETE	23	19	36
GRADUATE WORK	10	9	14
OCCUPATION			
PROFESSIONAL/MANAGERIAL	18%	15%	26%
OTHER WHITE COLLAR	35	33	48
BLUE COLLAR	19	21	13
RETIRED	11	13	1
OTHER	17	19	12
FAMILY INCOME*			
LESS THAN $20,000	24%	28%	13%
$20,000 - $29,999	23	24	17
$30,000 - $39,999	18	19	19
$40,000 - $49,999	14	12	18
$50,000 OR MORE	22	18	32

*Adjusted for non-response.
Source: US Travel Data Center's National Travel Survey

1987-1988 SEASONAL TRAVEL TRENDS

TRIP CHARACTERISTICS BY SEASON OF TRAVEL

	SPRING 1987	SUMMER 1987	AUTUMN 1987	WINTER 1987-88	SPRING 1988
AVERAGE ROUND-TRIP DISTANCE (MILES)					
TOTAL	940	850	980	920	970
VACATION	880	880	940	960	980
PLEASURE	890	850	890	910	970
BUSINESS/CONVENTION	1,240	1,100	1,310	1,070	1,180
WEEKEND	710	600	780	660	810
AUTO/TRUCK/RV	630	620	660	570	730
AIR	2,090	1,980	2,260	2,280	2,050
HOTEL/MOTEL	1,060	1,020	1,160	1,230	1,070
AVERAGE DURATION INCLUDING 0 (NIGHTS)					
TOTAL	4.4	5.2	4.2	4.1	3.8
VACATION	5.2	5.7	4.5	4.6	4.4
PLEASURE	4.8	5.2	4.2	4.3	4.0
BUSINESS/CONVENTION	3.6	4.5	4.1	3.6	3.3
WEEKEND	2.6	2.7	2.7	2.5	2.6
AUTO/TRUCK/RV	3.9	4.8	3.8	3.4	3.5
AIR	6.3	7.2	5.3	6.4	5.3
HOTEL/MOTEL					
SPENT AT LEAST ONE NIGHT IN HOTEL/MOTEL	4.7	5.2	4.6	4.6	4.3
NIGHTS SPENT IN HOTEL/MOTEL ONLY	3.7	4.1	3.6	3.4	3.3
PERSON-NIGHTS (MILLIONS)					
TOTAL	1,089	2,144	1,228	997	985
VACATION	798	1,680	839	702	702
PLEASURE	887	1,776	897	775	743
BUSINESS/CONVENTION	169	254	249	137	177
WEEKEND	335	501	365	305	341
AUTO/TRUCK/RV	713	1,518	834	630	682
AIR	341	505	327	337	272
HOTEL/MOTEL	292	532	366	230	312

Note: Average round-trip distance, average duration and person-nights are calculated for person-trips, except for the hotel category which is based on trips.
Source: US Travel Data Center's National Travel Survey

1987-88 SEASONAL TRAVEL TRENDS

TRIP VOLUMES BY SEASON OF TRAVEL

TRIPS (MILLIONS)	SPRING 1987	SUMMER 1987	AUTUMN 1987	WINTER 1987-88	SPRING 1988	PERCENT CHANGE FROM PREVIOUS SPRING
TYPE OF TRIP						
TOTAL	137.1	214.9	165.2	128.2	146.4	6.8%
VACATION	75.5	134.4	92.6	71.0	80.0	6.0
PLEASURE	93.2	158.5	111.0	86.6	97.9	5.0
BUSINESS/CONVENTION	34.4	43.5	49.4	30.7	39.4	14.5
WEEKEND	62.7	85.9	72.1	57.1	65.1	3.8
AUTO/TRUCK/RV	94.3	149.4	109.7	90.1	104.2	10.5
AIR	35.5	48.5	44.1	35.1	35.1	-1.1
HOTEL/MOTEL	62.4	105.7	81.8	50.7	69.6	11.5
AGE*						
18-34	53.7	95.2	68.0	54.1	67.0	24.8%
35-54	50.3	75.9	59.3	46.1	51.1	1.6
55+	33.1	43.8	37.9	28.0	28.3	-14.5
FAMILY INCOME*						
UNDER $20,000	37.1	58.6	35.6	33.3	34.4	-7.3%
$20,000-$40,000	54.8	85.3	66.9	44.6	59.7	8.9
OVER $40,000	45.2	71.0	62.7	50.3	52.3	15.7
CENSUS REGION OF DESTINATION						
NORTHEAST	15.3	27.4	21.0	17.3	20.6	34.6%
SOUTHEAST	37.7	63.7	41.5	32.4	36.7	-2.7
GREAT LAKES	14.5	28.6	19.8	19.8	19.7	35.9
MIDWEST	24.3	36.3	30.1	23.4	28.3	16.5
WEST	39.4	44.9	42.5	33.1	32.7	-17.0

*Adjusted for non-response.
Note: Destination figures do not include travel outside the U.S.
Source: US Travel Data Center's National Travel Survey

1987-88 SEASONAL TRAVEL TRENDS

PERSON-TRIP VOLUMES BY SEASON OF TRAVEL

PERSON-TRIPS (MILLIONS)	SPRING 1987	SUMMER 1987	AUTUMN 1987	WINTER 1987-88	SPRING 1988	PERCENT CHANGE FROM PREVIOUS SPRING
TYPE OF TRIP						
TOTAL	252.0	419.2	294.1	240.6	258.5	2.6%
VACATION	152.7	295.2	187.8	154.2	157.7	3.3
PLEASURE	187.2	329.7	214.2	179.9	186.2	-0.5
BUSINESS/CONVENTION	47.4	58.8	61.8	37.9	53.4	12.7
WEEKEND	129.6	183.1	133.8	120.3	130.4	0.6
AUTO/TRUCK/RV	183.3	322.6	218.1	184.5	197.0	7.5
AIR	53.8	72.5	61.3	52.5	51.7	-3.9
HOTEL/MOTEL	112.2	183.6	136.8	85.3	118.3	5.4
AGE*						
UNDER 18	33.8	72.1	36.2	34.5	38.7	14.5%
18-34	86.8	143.4	97.4	82.7	94.6	9.0
35-54	76.2	134.7	100.6	75.7	77.6	1.8
55+	55.2	69.0	59.9	47.7	47.6	-13.8
FAMILY INCOME*						
UNDER $20,000	68.8	104.4	61.2	56.6	61.8	-10.2%
$20,000-$40,000	103.9	178.4	119.0	85.3	107.2	3.2
OVER $40,000	79.3	136.4	113.9	98.7	89.5	12.9
CENSUS REGION OF DESTINATION						
NORTHEAST	23.7	51.2	33.9	34.4	32.8	38.4%
SOUTHEAST	72.0	129.0	71.4	62.5	67.1	-6.8
GREAT LAKES	28.7	54.7	36.1	31.5	35.9	25.1
MIDWEST	43.8	77.7	65.1	41.2	50.8	16.0
WEST	74.1	79.4	69.6	56.1	59.4	-19.8

*Adjusted for non-response.
Note: Destination figures do not include travel outside the U.S.
Source: US Travel Data Center's National Travel Survey

1982-88 SEASONAL TRAVEL TRENDS

TRAVEL TRENDS, SPRING 1982 THROUGH 1988

	SPRING 1982	SPRING 1983	SPRING 1984	SPRING 1985	SPRING 1986	SPRING 1987	SPRING 1988	PERCENT CHANGE FROM SPRING 1982
TRIPS (MILLIONS)								
TOTAL	113.7	113.1	112.6	125.9	134.5	137.1	146.4	28.8%
VACATION	60.8	59.6	70.5	75.9	79.2	75.5	80.0	31.6
PLEASURE	73.9	76.7	74.3	86.2	93.7	93.2	97.9	32.5
BUSINESS/CONVENTION	24.6	22.1	22.3	26.2	33.3	34.4	39.4	60.2
WEEKEND	55.6	53.4	52.4	50.0	59.3	62.7	65.1	17.1
AUTO/TRUCK/RV	85.0	79.4	80.0	85.5	89.3	94.3	104.2	22.6
AIR	24.2	27.7	27.3	30.3	36.7	35.5	35.1	45.0
HOTEL/MOTEL	44.3	43.9	49.4	55.0	58.9	62.4	69.6	57.1
PERSON-TRIPS (MILLIONS)								
TOTAL	222.5	216.7	206.8	239.9	241.1	252.0	258.5	16.2%
VACATION	126.1	114.7	139.4	153.0	153.9	152.7	157.7	25.1
PLEASURE	155.0	155.2	150.7	174.0	178.2	187.2	186.2	20.1
BUSINESS/CONVENTION	36.8	32.7	27.5	39.4	43.5	47.4	53.4	45.1
WEEKEND	118.3	114.5	105.5	103.0	115.5	129.6	130.4	10.2
AUTO/TRUCK/RV	178.8	166.0	157.6	171.1	172.3	183.3	197.0	10.2
AIR	38.0	41.7	42.6	47.0	55.4	53.8	51.7	36.1
HOTEL/MOTEL	*	*	*	96.7	103.9	112.2	118.3	NA
TRAVEL PARTY SIZE (PEOPLE)								
TOTAL	1.96	1.92	1.84	1.91	1.79	1.84	1.77	NA
VACATION	2.07	1.92	1.98	2.02	1.94	2.02	1.97	NA
PLEASURE	2.10	2.02	2.03	2.02	1.90	2.01	1.90	NA
BUSINESS/CONVENTION	1.50	1.48	1.23	1.50	1.31	1.38	1.36	NA
WEEKEND	2.13	2.14	2.01	2.06	1.95	2.07	2.00	NA
AUTO/TRUCK/RV	2.10	2.09	1.97	2.00	1.93	1.94	1.89	NA
AIR	1.57	1.51	1.56	1.55	1.51	1.52	1.47	NA
HOTEL/MOTEL	*	*	*	1.76	1.76	1.80	1.70	NA

*Hotel person-trip data not available prior to 1985.
Source: US Travel Data Center's National Travel Survey

BACKGROUND FACTORS

OVERALL U.S. ECONOMIC INDICATORS
(PERCENT CHANGE FROM PREVIOUS SPRING)

MEASURE	SPRING 1987	SPRING 1988
REAL GNP*	3.0%	4.2%
PAYROLL EMPLOYMENT	2.5	3.8
DISPOSABLE INCOME*	4.6	8.5
PERSONAL OUTLAYS*	7.8	6.8
CONSUMER PRICE INDEX	3.5	3.9

*Available for April through June only
Note: Personal Outlays include personal consumption expenditures; interest paid by consumers to business; and personal transfers to foreigners.
Source: U.S. Department of Commerce, U.S. Department of Labor

TRAVEL PRICE TRENDS
(PERCENT CHANGE FROM PREVIOUS SPRING)

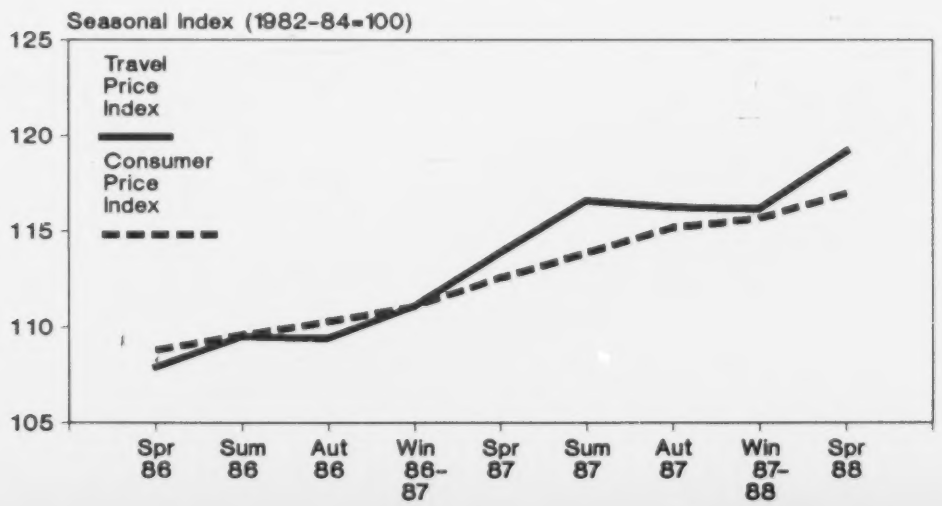
TPI COMPONENT	SPRING 1987	SPRING 1988
ALL TRANSPORTATION	3.3%	1.1%
MOTOR FUEL	1.2	1.7
AIRLINE FARES	6.4	0.2
OTHER INTERCITY TRANSPORTATION	0.1	3.6
INTRACITY PUBLIC TRANSPORTATION	2.9	1.9
ENTERTAINMENT	NA	6.8
LODGING	7.2	7.9
FOOD AND BEVERAGES AWAY FROM HOME	4.0	4.0
TRAVEL PRICE INDEX	5.6	4.6

Source: US Travel Data Center's Travel Price Index

SEASONAL PRICE INDICES

SEASON	CONSUMER PRICE INDEX*	TRAVEL PRICE INDEX*
SPRING 1986	108.8	107.9
SUMMER 1986	109.6	109.5
AUTUMN 1986	110.3	109.4
WINTER 1986-87	111.1	111.1
SPRING 1987	112.6	113.9
SUMMER 1987	113.9	116.6
AUTUMN 1987	115.2	116.3
WINTER 1987-88	115.7	116.2
SPRING 1988	**117.0**	**119.2**

*(1982-84 = 100)
Source: US Travel Data Center, U.S. Bureau of Labor Statistics



NATIONAL TRAVEL SURVEY METHODOLOGY

The National Travel Survey is conducted monthly by telephone with national probability samples of 1,500 adults (age 18+) representing the total adult civilian, non-institutional population of the contiguous United States. Respondents are asked about all trips of 75 miles or more, one-way, taken during the month preceding the interview. Those trips subsequently calculated to be less than 100 miles one-way straight-line distance are excluded from the estimate of trips. Demographic information is also collected from all 1,500 respondents.

DEFINITIONS

TRIP. Each time one or more persons from a household goes to a place at least 100 miles away from home (one-way) excluding: (1) travel as part of an operation crew on a train, airplane, truck, bus or ship. (2) commuting to a place of work, and (3) student trips to or from school.

PERSON-TRIP. One person on a trip. If one person reported three different trips, his/her travel is counted as three trips and three person-trips. If three persons from a household go together on one trip, their travel is counted as one trip and three person-trips.

PERSON-NIGHT. The number of nights spent by persons on trips. If two persons took a trip that involved being away from home five nights, the travel would be counted as ten person-nights. Day trips (no overnight stay) are not included in person-night figures.

CENSUS REGIONS

NORTHEAST: New England: Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island, Vermont; Middle Atlantic: New Jersey, New York, Pennsylvania; SOUTHEAST: South Atlantic: Delaware, District of Columbia, Florida, Georgia, Maryland, North Carolina, South Carolina, Virginia, West Virginia; East South Central: Alabama, Kentucky, Mississippi, Tennessee; GREAT LAKES: East North Central: Illinois, Indiana, Michigan, Ohio, Wisconsin: MID WEST: West North Central: Iowa, Kansas, Minnesota, Missouri, Nebraska, North Dakota, South Dakota; West South Central: Arkansas, Louisiana, Oklahoma, Texas; WEST: Mountain: Arizona, Colorado, Idaho, Montana, Nevada, New Mexico, Wyoming, Utah; Pacific: Washington, Oregon, California; Alaska, Hawaii (as destinations).

SAMPLE CHARACTERISTICS

SPRING 1988: 4,558 interviews completed; 1,322 spring 1988 trips reported.

SAMPLING ERROR

The chart below indicates the approximate statistical variability at the 95% confidence level to be expected from the estimates contained in this report.

Survey Percentages at or Near these Levels

Sample Size	10% or 90%	20% or 80%	30% or 70%	40% or 60%	50%
100	7	10	11	12	12
500	3	4	5	5	5
700	3	3	4	4	4
1000	2	3	4	4	4
1500	1	2	3	3	3

This **Travel Executive Briefing** is a summary of travel by U.S. residents during March through May 1988. It is supplemented by the **Spring 1988 Travel Market Close-Up**, which offers more detailed trip, person-trip, and demographic data. For further information contact Lenore Reid, Manager of Survey Research at (202) 293-1040.

R9375-13

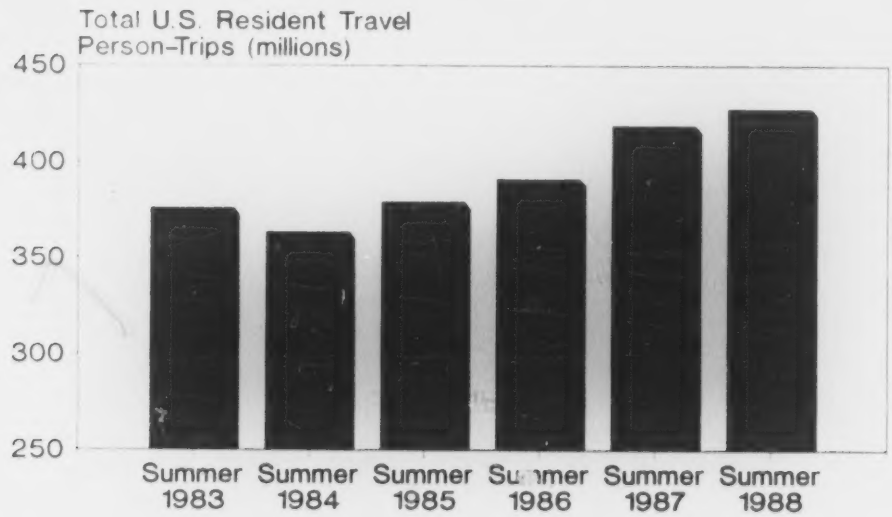
US Travel Data Center

Executive Briefing

A National Travel Survey Summary

US Travel Data Center • Two Lafayette Centre, 1133 21st Street, NW • Washington, DC 20036 • (202) 293-1040

SUMMER 1988



SUMMER 1988 TRAVEL SUMMARY

- Summer 1988 was another record season for travel as 428.0 million U.S. resident person-trips were recorded, two percent more than summer 1987.
- Vacation travel showed the greatest growth during the season with nearly a nine percent rise over the year before. Auto/truck/RV and air transportation both posted healthy increases (6% and 5% respectively). Business/convention travel showed a decline during June, July and August.
- The West census region was the most popular destination, receiving 103 million person-trips during the summer of 1988. The Great Lakes was the least visited area, receiving only 56 million person-trips.

(Continued)

SUMMER 1988 TRAVEL SUMMARY
(Continued)

- Seventy-nine percent of summer 1988 travel was for pleasure purposes, of which 31 percent was to visit friends and relatives. Pleasure travelers used personal vehicles slightly more than travelers overall (81% vs. 79%), while business travelers relied more heavily on air transportation (35%).

- Thirty-eight percent of the travelers stayed with friends and relatives, while 44 percent used commercial lodgings. Business/convention travelers, however, were substantially more likely to use paid accommodations (70%). Fifteen percent of business travel involved no overnight stay.

- On average, travelers during the summer of 1988 spent 5.0 nights away from home. Average durations for other travel segments were similar to those of a year ago.

- The average round-trip distance for summer 1988 travelers was 950 miles, up from 850 miles in 1987. Distances for all travel segments, except business/convention, were higher than the year before.

- Summer travelers tended to be married (61%) and between the ages of 25-44 (51%). Over half of all travelers had professional/managerial or technical jobs (52%). Nearly one-quarter of them had family incomes of $50,000 or more.

- Increased travel reflected positive economic fortune during the summer of 1988. Disposable income jumped nine percent, personal outlays increased seven percent and real GNP, as well as payroll employment, each grew four percent.

- Travel price inflation was more favorable during the summer of 1988 than the year before as the US Travel Data Center's Travel Price Index rose only four percent, compared to nearly seven percent during summer 1987. Motor fuel, airline fares and lodging all showed smaller cost increases than the summer before. The Consumer Price Index rose four percent during summer 1988, equal to the rise in travel prices.

CURRENT SEASON COMPARED TO YEAR-EARLIER SEASON

U.S. RESIDENT TRAVEL VOLUMES: SUMMER 1987 AND 1988

	TRIPS (MILLIONS)			PERSON-TRIPS (MILLIONS)			TRAVEL PARTY SIZE (PEOPLE)	
	SUMMER 1987	SUMMER 1988	% CHG	SUMMER 1987	SUMMER 1988	% CHG	SUMMER 1987	SUMMER 1988
TYPE OF TRAVEL								
TOTAL	214.9	208.7	-2.9%	419.2	428.0	2.1%	1.95	2.05
VACATION	134.4	140.7	4.7	295.3	321.0	8.7	2.20	2.28
PLEASURE	158.5	154.3	-2.6	329.7	338.6	2.7	2.08	2.19
BUSINESS/CONVENTION	43.5	39.8	-8.5	58.8	54.5	-7.3	1.35	1.37
WEEKEND	85.9	83.0	-3.4	183.1	184.1	0.5	2.13	2.22
AUTO/TRUCK/RV	149.4	156.5	4.8	322.6	340.2	5.5	2.16	2.17
AIR	48.5	43.4	-10.5	72.5	76.0	4.8	1.49	1.75
HOTEL/MOTEL	105.7	95.4	-9.7	183.6	188.0	2.4	1.74	1.97
AGE*								
18-34	95.2	82.1	-13.8%	143.4	136.7	-4.7%	1.51	1.67
35-54	75.9	83.3	9.7	134.7	149.5	11.0	1.77	1.79
55+	43.8	43.3	-1.1	69.2	67.3	-2.7	1.58	1.55
FAMILY INCOME*								
UNDER $20,000	58.6	44.1	-24.7%	104.4	82.4	-21.1%	1.78	1.87
$20,000-$40,000	85.3	90.8	6.4	178.4	199.4	11.8	2.09	2.20
OVER $40,000	71.0	73.8	3.9	136.4	146.2	7.2	1.92	1.98
CENSUS REGION OF DESTINATION								
NORTHEAST	27.4	31.5	15.0%	51.2	58.7	14.6%	1.87	1.86
SOUTHEAST	63.7	48.3	-24.2	129.0	101.6	-21.2	2.03	2.10
GREAT LAKES	28.6	27.3	-4.5	54.7	55.8	2.0	1.91	2.04
MIDWEST	36.3	40.0	10.2	77.7	81.4	4.8	2.14	2.04
WEST	44.9	49.0	9.1	79.4	102.5	29.1	1.77	2.09

*Adjusted for non-response.

Note: 1) On a trip basis, the age reported is the age of each adult respondent taking a trip. On a person-trip basis, the age reported is the age of each adult household member on a trip. Person-trips taken by household members under age 18 are not shown.
2) Destination figures do not include travel outside the U.S.

Source: US Travel Data Center's National Travel Survey

CURRENT SEASON TRAVEL CHARACTERISTICS

SUMMER 1988 TRIP CHARACTERISTICS

	TRIPS			PERSON-TRIPS		
	TOTAL	PLEASURE	BUSINESS	TOTAL	PLEASURE	BUSINESS
BASE (MILLIONS)	208.7	154.3	39.8	428.0	338.6	54.5
WEEKEND TRIP	40%	43%	22%	43%	45%	26%
VACATION TRIP	67	84	6	75	87	7
PRIMARY PURPOSE OF TRIP						
PLEASURE (ANY)	73%	100%	5%	79%	100%	6%
VISIT FRIENDS OR RELATIVES	30	41	1	31	39	1
OUTDOOR RECREATION	18	24	1	21	27	2
ENTERTAINMENT	26	36	4	28	35	4
BUSINESS (ANY)	19	1	100	13	1	100
CONVENTION, ETC.	5	1	25	3	1	27
OTHER BUSINESS	14	*	75	9	*	73
OTHER	8	*	*	9	*	*
PRIMARY MODE OF TRANSPORTATION						
AUTO, TRUCK, RV (INCLUDES RENTAL CAR)	75%	79%	58%	79%	81%	62%
RENTAL CAR	2	1	4	1	1	4
AIRPLANE	20	16	38	17	15	35
BUS	2	2	1	1	1	1
TRAIN	1	1	*	*	*	*
OTHER	2	1	2	1	1	2
HOUSEHOLD MEMBERS ON TRIP						
ONE	46%	40%	75%	22%	18%	55%
TWO	28	29	18	27	27	27
THREE	12	14	3	17	19	7
FOUR	9	10	2	17	18	4
FIVE	4	5	1	10	11	5
SIX OR MORE	2	3	*	7	8	2
TRIP DURATION						
NO NIGHTS	11%	10%	15%	9%	9%	15%
1 NIGHT	13	12	17	12	11	15
2 OR 3 NIGHTS	31	32	23	33	34	22
4 TO 9 NIGHTS	31	30	37	32	31	39
10 NIGHTS OR MORE	13	15	8	14	16	8
AVERAGE DURATION (INCL. 0)	4.8	5.1	3.9	5.0	5.3	4.1

*Less than 0.5 percent.
Note: Primary purpose of trip may add to more than 100 percent due to multiple answers.
Source: US Travel Data Center's National Travel Survey

CURRENT SEASON TRAVEL CHARACTERISTICS

SUMMER 1988 TRAVEL CHARACTERISTICS

	TRIPS			PERSON-TRIPS		
	TOTAL	PLEASURE	BUSINESS	TOTAL	PLEASURE	BUSINESS
BASE (MILLIONS)	208.7	154.3	39.8	428.0	338.6	54.5
TRAVEL PARTY STRUCTURE						
PARTIES WITHOUT CHILDREN	79%	74%	96%	60%	54%	88%
ONE ADULT	46	40	75	22	18	55
TWO ADULTS	25	26	18	25	24	27
THREE OR MORE ADULTS	8	8	2	13	13	6
PARTIES WITH CHILDREN	21%	26%	4%	40	46	12
ONE ADULT	4	5	1	6	6	2
TWO ADULTS	11	14	2	22	24	4
THREE OR MORE ADULTS	6	7	2	13	16	6
TYPES OF LODGING USED						
FRIENDS, RELATIVES HOME	36%	40%	15%	38%	41%	17%
HOTEL OR MOTEL	46	40	70	44	40	70
RENTED CABIN OR CONDOMINIUM	3	4	*	4	5	1
OWNED CABIN OR CONDOMINIUM	3	3	*	3	4	1
CAMPER, TRAILER, OR RV	7	8	1	8	10	1
OTHER	2	2	2	1	1	2
NO OVERNIGHT STAY	11	10	15	9	9	15
CENSUS REGION OF ORIGIN						
NORTHEAST	17%	19%	13%	16%	17%	11%
SOUTHEAST	21	21	25	20	19	23
GREAT LAKES	18	17	15	20	19	17
MIDWEST	22	21	22	21	22	21
WEST	22	22	25	23	22	28
CENSUS REGION OF DESTINATION						
NORTHEAST	15%	16%	14%	14%	14%	15
SOUTHEAST	24	24	25	24	25	22
GREAT LAKES	13	12	12	13	12	14
MIDWEST	19	19	21	19	19	18
WEST	23	23	26	24	23	29

*Less than 0.5 percent.
Note: Lodging type may add to more than 100 percent due to multiple answers.
Source: US Travel Data Center's National Travel Survey

CURRENT SEASON DEMOGRAPHIC CHARACTERISTICS

SUMMER 1988 DEMOGRAPHICS

	PROJECTED TO TRIPS		
	TOTAL	PLEASURE	BUSINESS
BASE (MILLIONS)	208.7	154.3	39.8
MARITAL STATUS			
MARRIED	61%	60%	64%
NOT MARRIED	39	40	36
SEX			
MALE	56%	53%	73%
FEMALE	44	47	27
AGE*			
18 - 24	15%	16%	11%
25 - 34	25	26	24
35 - 44	26	24	37
45 - 54	14	13	14
55 AND OVER	19	22	13
AVERAGE	41	41	39
EDUCATION			
HIGH SCHOOL OR LESS	50%	55%	27%
COLLEGE INCOMPLETE	19	20	18
COLLEGE COMPLETE	21	18	33
GRADUATE WORK	10	7	22
OCCUPATION			
PROFESSIONAL/MANAGERIAL	17%	13%	36%
OTHER WHITE COLLAR	35	34	40
BLUE COLLAR	15	15	12
RETIRED	13	14	3
OTHER	20	24	9
FAMILY INCOME*			
LESS THAN $20,000	21%	22%	12%
$20,000 - $29,999	23	25	18
$30,000 - $39,999	20	22	15
$40,000 - $49,999	12	12	15
$50,000 OR MORE	23	20	41

*Adjusted for non-response.
Source: US Travel Data Center's National Travel Survey

1988 SEASONAL TRAVEL TRENDS

TRIP CHARACTERISTICS BY SEASON OF TRAVEL

	SUMMER 1987	AUTUMN 1987	WINTER 1987-88	SPRING 1988	SUMMER 1988
AVERAGE ROUND-TRIP DISTANCE (MILES)					
TOTAL	850	980	920	970	950
VACATION	880	940	960	980	970
PLEASURE	850	890	910	970	970
BUSINESS/CONVENTION	1,100	1,310	1,070	1,180	1,040
WEEKEND	600	780	660	810	750
AUTO/TRUCK/RV	620	660	570	730	730
AIR	1,980	2,260	2,280	2,050	2,050
HOTEL/MOTEL	1,020	1,160	1,230	1,070	1,060
AVERAGE DURATION INCLUDING NO NIGHTS					
TOTAL	5.2	4.2	4.1	3.8	5.0
VACATION	5.7	4.5	4.6	4.4	5.6
PLEASURE	5.2	4.2	4.3	4.0	5.3
BUSINESS/CONVENTION	4.5	4.1	3.6	3.3	4.1
WEEKEND	2.7	2.7	2.5	2.6	2.8
AUTO/TRUCK/RV	4.8	3.8	3.4	3.5	4.5
AIR	7.2	5.3	6.4	5.3	7.2
HOTEL					
SPENT AT LEAST ONE NIGHT IN HOTEL	5.2	4.6	4.6	4.3	5.3
NIGHTS SPENT IN HOTEL ONLY	4.1	3.6	3.4	3.3	3.6
PERSON-NIGHTS (MILLIONS)					
TOTAL	2,144	1,228	997	985	2,085
VACATION	1,680	839	702	702	1,742
PLEASURE	1,776	897	775	743	1,708
BUSINESS/CONVENTION	254	249	137	177	210
WEEKEND	501	365	305	341	509
AUTO/TRUCK/RV	1,518	834	630	682	1,487
AIR	505	327	337	272	532
HOTEL	532	366	230	312	482

Note: Average round-trip distance, average duration and person-nights are calculated for person-trips, except for the hotel category which is based on trips.

Source: US Travel Data Center's National Travel Survey

1988 SEASONAL TRAVEL TRENDS

TRIP VOLUMES BY SEASON OF TRAVEL

TRIPS (MILLIONS)	SUMMER 1987	AUTUMN 1987	WINTER 1987-88	SPRING 1988	SUMMER 1988	PERCENT CHANGE FROM PREVIOUS SUMMER
TYPE OF TRIP						
TOTAL	214.9	165.2	128.2	146.4	208.7	-2.9%
VACATION	134.4	92.6	71.0	80.0	140.7	4.7
PLEASURE	158.5	111.0	86.6	97.9	154.3	-2.6
BUSINESS/CONVENTION	43.5	49.4	30.7	39.4	39.8	-8.5
WEEKEND	85.9	72.1	57.1	65.1	83.0	-3.4
AUTO/TRUCK/RV	149.4	109.7	90.1	104.2	156.5	4.8
AIR	48.5	44.1	35.1	35.1	43.4	-10.5
HOTEL/MOTEL	105.7	81.8	50.7	69.6	95.4	-9.7
AGE*						
18-34	95.2	68.0	54.1	67.0	82.1	-13.8%
35-54	75.9	59.3	46.1	51.1	83.3	9.7
55+	43.8	37.9	28.0	28.3	43.3	-1.1
FAMILY INCOME*						
UNDER $20,000	58.6	35.6	33.3	34.4	44.1	-24.7%
$20,000-$40,000	85.3	66.9	44.6	59.7	90.8	6.4
OVER $40,000	71.0	62.7	50.3	52.3	73.8	3.9
CENSUS REGION OF DESTINATION						
NORTHEAST	27.4	21.0	17.3	20.6	31.5	15.0%
SOUTHEAST	63.7	41.5	32.4	36.7	48.3	-24.2
GREAT LAKES	28.6	19.8	19.8	19.7	27.3	-4.5
MIDWEST	36.3	30.1	23.4	28.3	40.0	10.2
WEST	44.9	42.5	33.1	32.7	49.0	9.1

*Adjusted for non-response.
Note: Destination figures do not include travel outside the U.S.
Source: US Travel Data Center's National Travel Survey

1988 SEASONAL TRAVEL TRENDS

PERSON-TRIP VOLUMES BY SEASON OF TRAVEL

PERSON-TRIPS (MILLIONS)	SUMMER 1987	AUTUMN 1987	WINTER 1987-88	SPRING 1988	SUMMER 1988	PERCENT CHANGE FROM PREVIOUS SUMMER
TYPE OF TRIP						
TOTAL	419.2	294.1	240.6	258.5	428.0	2.1%
VACATION	295.3	187.8	154.2	157.7	321.0	8.7
PLEASURE	329.7	214.2	179.9	186.2	338.6	2.7
BUSINESS/CONVENTION	58.8	61.8	37.9	53.4	54.5	-7.3
WEEKEND	183.1	133.8	120.3	130.4	184.1	0.5
AUTO/TRUCK/RV	322.6	218.1	184.5	197.0	340.2	5.5
AIR	72.5	61.3	52.5	51.7	76.0	4.8
HOTEL/MOTEL	183.6	136.8	85.3	118.3	188.0	2.4
AGE*						
UNDER 18	72.1	36.2	34.5	38.7	74.5	3.3%
18-34	143.4	97.4	82.7	94.6	136.7	-4.7
35-54	134.7	100.6	75.7	77.6	149.5	11.0
55+	69.2	59.9	47.7	47.6	67.3	-2.7
FAMILY INCOME*						
UNDER $20,000	104.4	61.2	56.6	61.8	82.4	-21.1%
$20,000-$40,000	178.4	119.0	85.3	107.2	199.4	11.8
OVER $40,000	136.4	113.9	98.7	89.5	146.2	7.2
CENSUS REGION OF DESTINATION						
NORTHEAST	51.2	33.9	34.4	32.8	58.7	14.6%
SOUTHEAST	129.0	71.4	62.5	67.1	101.6	-21.2
GREAT LAKES	54.7	36.1	31.5	35.9	55.8	2.0
MIDWEST	77.7	65.1	41.2	50.8	81.4	4.8
WEST	79.4	69.6	56.1	59.4	102.5	29.1

*Adjusted for non-response.
Note: Destination figures do not include travel outside the U.S.
Source: US Travel Data Center's National Travel Survey

1982-88 SEASONAL TRAVEL TRENDS

TRAVEL TRENDS, SUMMER 1982 THROUGH 1988

	SUMMER 1982	SUMMER 1983	SUMMER 1984	SUMMER 1985	SUMMER 1986	SUMMER 1987	SUMMER 1988
TRIPS (MILLIONS)							
TOTAL	178.1	184.5	174.7	181.1	187.5	214.9	208.7
VACATION	118.0	119.1	119.3	121.2	120.0	134.4	140.7
PLEASURE	126.2	131.2	124.8	132.3	138.2	158.5	154.3
BUSINESS/CONVENTION	28.5	28.2	31.1	35.6	33.5	43.5	39.8
WEEKEND	70.8	74.5	64.5	71.1	73.8	85.9	83.0
AUTO/TRUCK/RV	143.4	146.5	135.4	128.1	132.5	149.4	156.5
AIR	25.7	30.3	30.0	40.5	39.4	48.5	43.4
HOTEL/MOTEL	70.4	74.5	76.4	78.6	86.8	105.7	95.4
PERSON-TRIPS (MILLIONS)							
TOTAL	377.4	376.0	363.6	379.3	391.3	419.2	428.0
VACATION	259.6	263.0	268.0	274.3	284.7	295.3	321.0
PLEASURE	283.1	294.7	278.3	298.4	319.9	329.7	338.6
BUSINESS/CONVENTION	46.0	38.0	47.1	53.0	47.4	58.8	54.5
WEEKEND	153.6	161.4	141.7	153.0	167.8	183.1	184.1
AUTO/TRUCK/RV	319.6	316.9	304.4	294.0	304.3	322.6	340.2
AIR	40.5	46.3	43.2	66.5	67.8	72.5	76.0
HOTEL/MOTEL	*	*	*	160.9	180.6	183.6	188.0
TRAVEL PARTY SIZE (PEOPLE)							
TOTAL	2.12	2.04	2.08	2.09	2.09	1.95	2.05
VACATION	2.20	2.21	2.25	2.26	2.37	2.20	2.28
PLEASURE	2.24	2.25	2.23	2.26	2.31	2.08	2.19
BUSINESS/CONVENTION	1.61	1.35	1.51	1.49	1.41	1.35	1.37
WEEKEND	2.17	2.17	2.20	2.15	2.27	2.13	2.22
AUTO/TRUCK/RV	2.23	2.16	2.25	2.30	2.30	2.16	2.17
AIR	1.58	1.53	1.44	1.64	1.72	1.49	1.75
HOTEL/MOTEL	*	*	*	2.05	2.08	1.74	1.97

*Hotel/motel person-trip data not available prior to 1985.
Source: US Travel Data Center's National Travel Survey

BACKGROUND FACTORS

OVERALL U.S. ECONOMIC INDICATORS
(PERCENT CHANGE FROM PREVIOUS SUMMER)

MEASURE	SUMMER 1987	SUMMER 1988
REAL GNP*	3.9%	3.7%
PAYROLL EMPLOYMENT	3.0	3.6
DISPOSABLE INCOME*	6.3	8.8
PERSONAL OUTLAYS*	7.5	6.6
CONSUMER PRICE INDEX	3.9	4.0

*Available for July through September only
Note: Personal Outlays include personal consumption expenditures; interest paid by consumers to business; and personal transfers to foreigners.
Source: U.S. Department of Commerce, U.S. Department of Labor

TRAVEL PRICE TRENDS
(PERCENT CHANGE FROM PREVIOUS SUMMER)

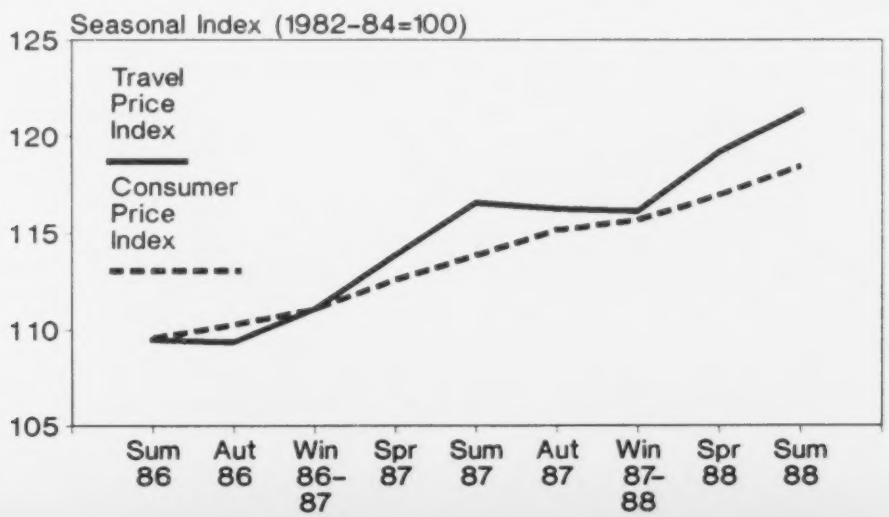
TPI COMPONENT	SUMMER 1987	SUMMER 1988
ALL TRANSPORTATION	7.8%	1.0%
MOTOR FUEL	10.8	0.2
AIRLINE FARES	4.2	1.8
OTHER INTERCITY TRANSPORTATION	0.1	6.1
INTRACITY PUBLIC TRANSPORTATION	2.5	2.4
ENTERTAINMENT	NA	5.8
LODGING	7.8	5.7
FOOD AND BEVERAGES AWAY FROM HOME	3.9	4.2
TRAVEL PRICE INDEX	6.5	4.0

Source: US Travel Data Center's Travel Price Index

SEASONAL PRICE INDICES

SEASON	CONSUMER PRICE INDEX*	TRAVEL PRICE INDEX*
SUMMER 1986	109.6	109.5
AUTUMN 1986	110.3	109.4
WINTER 1986-87	111.1	111.1
SPRING 1987	112.6	113.9
SUMMER 1987	113.9	116.6
AUTUMN 1987	115.2	116.3
WINTER 1987-88	115.7	116.2
SPRING 1988	117.0	119.2
SUMMER 1988	**118.5**	**121.3**

*(1982-84 = 100)
Source: US Travel Data Center, U.S. Bureau of Labor Statistics



NATIONAL TRAVEL SURVEY METHODOLOGY

The National Travel Survey is conducted monthly by telephone with national probability samples of 1,500 adults (age 18+) representing the total adult civilian, non-institutional population of the contiguous United States. Respondents are asked about all trips of 75 miles or more, one-way, taken during the month preceding the interview. Those trips subsequently calculated to be less than 100 miles one-way straight-line distance are excluded from the estimate of trips. Demographic information is also collected from all 1,500 respondents.

DEFINITIONS

TRIP. Each time one or more persons from a household goes to a place at least 100 miles away from home (one-way) excluding: (1) travel as part of an operation crew on a train, airplane, truck, bus or ship. (2) commuting to a place of work, and (3) student trips to or from school.

PERSON-TRIP. One person on a trip. If one person reported three different trips, his/her travel is counted as three trips and three person-trips. If three persons from a household go together on one trip, their travel is counted as one trip and three person-trips.

PERSON-NIGHT. The number of nights spent by persons on trips. If two persons took a trip that involved being away from home five nights, the travel would be counted as ten person-nights. Day trips (no overnight stay) are not included in person-night figures.

CENSUS REGIONS

NORTHEAST: New England: Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island, Vermont; Middle Atlantic: New Jersey, New York, Pennsylvania; SOUTHEAST: South Atlantic: Delaware, District of Columbia, Florida, Georgia, Maryland, North Carolina, South Carolina, Virginia, West Virginia; East South Central: Alabama, Kentucky, Mississippi, Tennessee; GREAT LAKES: East North Central: Illinois, Indiana, Michigan, Ohio, Wisconsin: MID WEST: West North Central: Iowa, Kansas, Minnesota, Missouri, Nebraska, North Dakota, South Dakota; West South Central: Arkansas, Louisiana, Oklahoma, Texas; WEST: Mountain: Arizona, Colorado, Idaho, Montana, Nevada, New Mexico, Wyoming, Utah; Pacific: Washington, Oregon, California; Alaska, Hawaii (as destinations).

SAMPLE CHARACTERISTICS

SUMMER 1988: 4,611 interviews completed; 1,975 Summer 1988 trips reported.

The chart below indicates the approximate statistical variability at the 95% confidence level to be expected from the estimates contained in this report.

Survey Percentages at or Near these Levels

Sample Size	10% or 90%	20% or 80%	30% or 70%	40% or 60%	50%
100	7	10	11	12	12
500	3	4	5	5	5
700	3	3	4	4	4
1000	2	3	4	4	4
1500	1	2	3	3	3

This Travel Executive Briefing is a summary of travel by U.S. residents during June 1988 through August 1988. It is supplemented by the Summer 1988 Travel Market Close-Up, which offers more detailed trip, person-trip, and demographic data. For further information contact the Survey Research Department at (202) 293-1040.

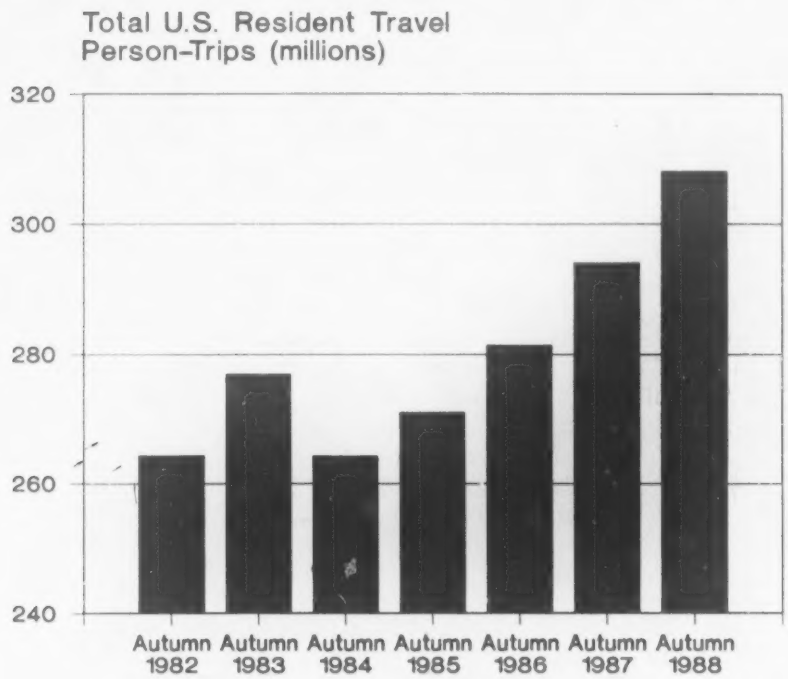
R 9375-13

US Travel Data Center

Executive Briefing
A National Travel Survey Summary

US Travel Data Center • Two Lafayette Centre, 1133 21st Street, NW • Washington, DC 20036 • (202) 293-1040

AUTUMN 1988



AUTUMN 1988 TRAVEL SUMMARY

- The total number of trips this autumn remained fairly stable at 169 million, while person-trips grew 5 percent over last autumn.
- Overall, travel party sizes were up slightly in autumn 1988 as were many of the travel party sizes in the various trip categories.
- On a trip basis in autumn 1988, business/convention, air and hotel/motel all decreased while weekend travel remained virtually unchanged.

(Continued)

AUTUMN 1988 TRAVEL SUMMARY
(Continued)

- The Southeast was the most popular destination with nearly 77 million person-trips. The Northeast, however, posted the biggest increase in person-trips over autumn 1987.

- Air person-trips have increased significantly over the past six autumn seasons. Business/convention person-trips were also up considerably over the past six autumn seasons.

- Travelers in autumn 1988 tended to spend fewer nights on their trips while their average round-trip distances remained fairly stable.

- Of the 42.5 million business trips this autumn, 70 percent of them were made by males while the split between the sexes was more equally divided for pleasure travelers. Also, those taking a business trip were much more likely to hold a professional/managerial position or another white collar position than pleasure travelers.

- Eight percent of business person-trips were also taken for pleasure reasons while only 2 percent of pleasure person-trips were also taken for business purposes.

- Nearly three-fourths of the person-trips taken this autumn were for pleasure purposes. Of these, 41 percent stayed with friends or relatives while 42 percent stayed in paid accommodations.

- The majority of those taking business trips (60%) stayed in paid accommodations while 27 percent of business trips involved no overnight stay.

- Economic conditions were generally favorable this autumn. While real GNP grew at a slower rate, disposable income and personal outlays were both up 8 percent from autumn 1987.

- Travel prices increased 3.3 percent in autumn 1988, slower than the previous autumn. Consumer prices increased 4.3 percent, about the same as the last autumn season.

- Overall, transportation costs were down with the biggest decrease being in the price of motor fuel.

CURRENT SEASON COMPARED TO YEAR-EARLIER SEASON

U.S. RESIDENT TRAVEL VOLUMES: AUTUMN 1987 AND 1988

	TRIPS (MILLIONS)			PERSON-TRIPS (MILLIONS)			TRAVEL PARTY SIZE (PEOPLE)	
	AUTUMN 1987	AUTUMN 1988	%CHG	AUTUMN 1987	AUTUMN 1988	%CHG	AUTUMN 1987	AUTUMN 1988
TYPE OF TRAVEL								
TOTAL	165.2	168.8	2.2%	294.1	308.2	4.8%	1.78	1.83
VACATION	92.6	102.0	10.2	187.8	201.7	7.4	2.03	1.98
PLEASURE	111.0	115.5	4.1	214.2	228.2	6.5	1.93	1.98
BUSINESS/CONVENTION	49.4	42.5	-14.0	61.8	62.5	1.1	1.25	1.47
WEEKEND	72.1	71.4	-1.0	133.8	139.8	4.5	1.86	1.96
AUTO/TRUCK/RV	109.7	120.7	10.0	218.1	234.2	7.4	1.99	1.94
AIR	44.1	39.1	-11.3	61.3	60.0	-2.1	1.39	1.53
HOTEL/MOTEL	81.8	75.6	-7.6	136.8	137.6	0.6	1.67	1.82
AGE*								
18-34	68.0	59.2	-12.9%	97.4	91.1	-6.5%	1.43	1.54
35-54	59.3	68.1	14.8	100.6	111.6	10.9	1.70	1.64
55+	37.9	41.5	9.5	59.9	66.3	10.7	1.58	1.60
FAMILY INCOME*								
UNDER $20,000	35.6	33.7	-5.3%	61.2	54.3	-11.3%	1.72	1.61
$20,000-$40,000	66.9	71.0	6.1	119.0	144.8	21.7	1.78	2.04
OVER $40,000	62.7	64.1	2.2	113.9	109.1	-4.2	1.82	1.70
CENSUS REGION OF DESTINATION								
NORTHEAST	21.0	24.1	14.8%	33.9	41.6	22.7%	1.61	1.73
SOUTHEAST	41.5	42.7	2.9	71.4	76.8	7.6	1.72	1.80
GREAT LAKES	19.8	22.9	15.7	36.1	39.8	10.2	1.82	1.74
MIDWEST	30.1	29.3	-2.7	65.1	59.2	-9.1	2.16	2.02
WEST	42.5	37.3	-12.2	69.6	64.2	-7.8	1.64	1.72

*Adjusted for non-response.

Note: 1) On a trip basis, the age is the age of each adult respondent taking a trip. On a person-trip basis, the age reported is the age of each adult household member on a trip. Person-trips taken by household members under age 18 are not shown.
2) Destination figures do not include travel outside the U.S.

Source: US Travel Data Center's National Travel Survey

CURRENT SEASON TRAVEL CHARACTERISTICS

AUTUMN 1988 TRIP CHARACTERISTICS

	TRIPS			PERSON-TRIPS		
	TOTAL	PLEASURE	BUSINESS	TOTAL	PLEASURE	BUSINESS
BASE (MILLIONS)	168.8	115.5	42.5	308.2	228.2	62.5
WEEKEND TRIP	42%	49%	25%	45%	50%	29%
VACATION TRIP	60	82	9	66	84	10
PRIMARY PURPOSE OF TRIP						
PLEASURE (ANY)	68%	100%	8%	74%	100%	8%
VISIT FRIENDS OR RELATIVES	34	50	4	36	48	4
OUTDOOR RECREATION	12	18	1	13	18	1
ENTERTAINMENT	22	33	4	25	34	5
BUSINESS (ANY)	25	3	100	20	2	100
CONVENTION, ETC.	7	2	29	6	2	31
OTHER BUSINESS	18	1	71	14	1	69
OTHER	9	*	*	8	*	*
PRIMARY MODE OF TRANSPORTATION						
AUTO, TRUCK, RV (INCLUDES RENTAL CAR)	71%	75%	55%	75%	79%	59%
RENTAL CAR	2	2	3	2	2	3
AIRPLANE	23	18	41	19	16	38
BUS	3	4	1	2	3	*
TRAIN	1	1	1	1	1	1
OTHER	2	2	2	2	2	2
HOUSEHOLD MEMBERS ON TRIP						
ONE	53%	43%	77%	30%	22%	58%
TWO	28	33	15	30	32	22
THREE	10	12	5	17	18	12
FOUR	4	5	2	9	10	5
FIVE	3	4	1	8	9	2
SIX OR MORE	2	3	*	6	8	1
TRIP DURATION						
NO NIGHTS	17%	12%	27%	16%	13%	26%
1 NIGHT	15	12	22	14	12	21
2 OR 3 NIGHTS	35	38	26	37	39	26
4 TO 9 NIGHTS	23	26	19	24	26	21
10 NIGHTS OR MORE	9	10	4	9	10	5
AVERAGE DURATION (INCL. 0)	3.8	4.3	2.5	3.9	4.2	2.8

*Less than 0.5 percent.
Note: Primary purpose of trip may add to more than 100 percent due to multiple answers.
Source: US Travel Data Center's National Travel Survey

CURRENT SEASON TRAVEL CHARACTERISTICS

AUTUMN 1988 TRAVEL CHARACTERISTICS

	TRIPS			PERSON-TRIPS		
	TOTAL	PLEASURE	BUSINESS	TOTAL	PLEASURE	BUSINESS
BASE (MILLIONS)	168.8	115.5	42.5	308.2	228.2	62.5
TRAVEL PARTY STRUCTURE						
PARTIES WITHOUT CHILDREN	86%	82%	94%	70%	64%	84%
ONE ADULT	53	43	77	30	22	58
TWO ADULTS	26	31	14	28	30	21
THREE OR MORE ADULTS	6	8	2	11	12	5
PARTIES WITH CHILDREN	14%	18%	6%	30	36	16
ONE ADULT	3	4	1	4	5	3
TWO ADULTS	7	9	3	14	17	7
THREE OR MORE ADULTS	5	5	2	13	14	6
TYPES OF LODGING USED						
FRIENDS, RELATIVES HOME	35%	42%	12%	36%	41%	14%
HOTEL OR MOTEL	44	41	60	44	41	61
RENTED CABIN OR CONDOMINIUM	1	1	1	1	1	1
OWNED CABIN OR CONDOMINIUM	2	3	1	3	3	1
CAMPER, TRAILER, OR RV	5	5	3	5	6	3
OTHER	2	3	1	2	2	1
NO OVERNIGHT STAY	17	12	27	16	13	26
CENSUS REGION OF ORIGIN						
NORTHEAST	20%	18%	20%	19%	18%	19%
SOUTHEAST	23	23	25	22	22	27
GREAT LAKES	16	16	15	15	15	15
MIDWEST	19	19	20	20	21	18
WEST	22	23	20	23	24	22
CENSUS REGION OF DESTINATION						
NORTHEAST	15%	15%	15%	14%	14%	14%
SOUTHEAST	26	26	25	26	26	26
GREAT LAKES	14	13	18	13	12	19
MIDWEST	18	17	19	20	20	19
WEST	22	23	21	21	22	20

*Less than 0.5 percent.
Note: Lodging type may add to more than 100 percent due to multiple answers.
Source: US Travel Data Center's National Travel Survey

CURRENT SEASON DEMOGRAPHIC CHARACTERISTICS

AUTUMN 1988 DEMOGRAPHICS

	PROJECTED TO TRIPS		
	TOTAL	PLEASURE	BUSINESS
BASE (MILLIONS)	168.8	115.5	42.5
MARITAL STATUS			
MARRIED	61%	60%	69%
NOT MARRIED	39	40	31
SEX			
MALE	56%	52%	70%
FEMALE	44	48	30
AGE*			
18 - 24	11%	13%	6%
25 - 34	24	23	28
35 - 44	25	22	36
45 - 54	16	16	17
55 AND OVER	25	27	13
AVERAGE	42	43	40
EDUCATION			
HIGH SCHOOL OR LESS	50%	53%	33%
COLLEGE INCOMPLETE	19	19	20
COLLEGE COMPLETE	21	19	30
GRADUATE WORK	11	9	17
OCCUPATION			
PROFESSIONAL/MANAGERIAL	17%	13%	31%
OTHER WHITE COLLAR	32	29	44
BLUE COLLAR	22	23	15
RETIRED	15	17	4
OTHER	13	17	6
FAMILY INCOME*			
LESS THAN $20,000	20%	23%	7%
$20,000 - $29,999	20	21	14
$30,000 - $39,999	22	23	20
$40,000 - $49,999	14	12	20
$50,000 OR MORE	24	21	39

*Adjusted for non-response.
Source: US Travel Data Center's National Travel Survey

1987-1988 SEASONAL TRAVEL TRENDS

TRIP CHARACTERISTICS BY SEASON OF TRAVEL

	AUTUMN 1987	WINTER 1987-88	SPRING 1988	SUMMER 1988	AUTUMN 1988
AVERAGE ROUND-TRIP DISTANCE (MILES)					
TOTAL	980	920	970	950	960
VACATION	940	960	980	970	950
PLEASURE	890	910	970	970	940
BUSINESS/CONVENTION	1,310	1,070	1,180	1,040	1,040
WEEKEND	780	660	810	750	810
AUTO/TRUCK/RV	660	570	730	730	730
AIR	2,260	2,280	2,050	2,050	1,990
HOTEL/MOTEL	1,160	1,230	1,070	1,060	1,130
AVERAGE DURATION INCLUDING 0 (NIGHTS)					
TOTAL	4.2	4.1	3.8	5.0	3.9
VACATION	4.5	4.6	4.4	5.6	4.4
PLEASURE	4.2	4.3	4.0	5.3	4.2
BUSINESS/CONVENTION	4.1	3.6	3.3	4.1	2.8
WEEKEND	2.7	2.5	2.6	2.8	2.6
AUTO/TRUCK/RV	3.8	3.4	3.5	4.5	3.6
AIR	5.3	6.4	5.3	7.2	4.6
HOTEL					
SPENT AT LEAST ONE NIGHT IN HOTEL	4.6	4.6	4.3	5.3	4.3
NIGHTS SPENT IN HOTEL ONLY	3.6	3.4	3.3	3.6	3.8
PERSON-NIGHTS (MILLIONS)					
TOTAL	1,228	997	985	2,085	1,182
VACATION	839	702	702	1,742	862
PLEASURE	897	775	743	1,708	951
BUSINESS/CONVENTION	249	137	177	210	178
WEEKEND	365	305	341	509	360
AUTO/TRUCK/RV	834	630	682	1,487	833
AIR	327	337	272	532	284
HOTEL	366	230	312	482	323

Note: Average round-trip distance, average duration and person-nights are calculated for person-trips, except for the hotel category which is based on trips.
Source: US Travel Data Center's National Travel Survey

1987-88 SEASONAL TRAVEL TRENDS

TRIP VOLUMES BY SEASON OF TRAVEL

TRIPS (MILLIONS)	AUTUMN 1987	WINTER 1987-88	SPRING 1988	SUMMER 1988	AUTUMN 1988	PERCENT CHANGE FROM PREVIOUS AUTUMN
TYPE OF TRIP						
TOTAL	165.2	128.2	146.4	208.7	**168.8**	2.2%
VACATION	92.6	71.0	80.0	140.7	**102.0**	10.2
PLEASURE	111.0	86.6	97.9	154.3	**115.5**	4.1
BUSINESS/CONVENTION	49.4	30.7	39.4	39.8	**42.5**	-14.0
WEEKEND	72.1	57.1	65.1	83.0	**71.4**	-1.0
AUTO/TRUCK/RV	109.7	90.1	104.2	156.5	**120.7**	10.0
AIR	44.1	35.1	35.1	43.4	**39.1**	-11.3
HOTEL/MOTEL	81.8	50.7	69.6	95.4	**75.6**	-7.6
AGE*						
18-34	68.0	54.1	67.0	82.1	59.2	-12.9%
35-54	59.3	46.1	51.1	83.3	**68.1**	14.8
55+	37.9	28.0	28.3	43.3	**41.5**	9.5
FAMILY INCOME*						
UNDER $20,000	35.6	33.3	34.4	44.2	**33.7**	-5.3%
$20,000-$40,000	66.9	44.6	59.7	90.7	**71.0**	6.1
OVER $40,000	62.7	50.3	52.3	73.8	**64.1**	2.2
CENSUS REGION OF DESTINATION						
NORTHEAST	21.0	17.3	20.6	31.5	**24.1**	14.8%
SOUTHEAST	41.5	32.4	36.7	48.3	**42.7**	2.9
GREAT LAKES	19.8	19.8	19.7	27.3	**22.9**	15.7
MIDWEST	30.1	23.4	28.3	40.0	**29.3**	-2.7
WEST	42.5	33.1	32.7	49.0	**37.3**	-12.2

*Adjusted for non-response.
Note: Destination figures do not include travel outside the U.S.
Source: US Travel Data Center's National Travel Survey

1987-88 SEASONAL TRAVEL TRENDS

PERSON-TRIP VOLUMES BY SEASON OF TRAVEL

PERSON-TRIPS (MILLIONS)	AUTUMN 1987	WINTER 1987-88	SPRING 1988	SUMMER 1988	AUTUMN 1988	PERCENT CHANGE FROM PREVIOUS AUTUMN
TYPE OF TRIP						
TOTAL	294.1	240.6	258.5	428.0	306.2	4.8%
VACATION	187.8	154.2	157.7	321.0	201.7	7.4
PLEASURE	214.2	179.9	186.2	338.6	228.2	6.5
BUSINESS/CONVENTION	61.8	37.9	53.4	54.5	62.5	1.1
WEEKEND	133.8	120.3	130.4	184.1	139.8	4.5
AUTO/TRUCK/RV	218.1	184.5	197.0	340.2	234.2	7.4
AIR	61.3	52.5	51.7	76.0	60.0	-2.1
HOTEL/MOTEL	136.8	85.3	118.3	188.0	137.6	0.6
AGE*						
UNDER 18	36.2	34.5	38.7	74.5	39.2	8.3%
18-34	97.4	82.7	94.6	136.7	91.1	-6.5
35-54	100.6	75.7	77.6	149.5	111.6	10.9
55+	59.9	47.7	47.6	67.3	66.3	10.7
FAMILY INCOME*						
UNDER $20,000	61.2	56.6	61.8	82.4	54.3	-11.3%
$20,000-$40,000	119.0	85.3	107.2	199.4	144.8	21.7
OVER $40,000	113.9	98.7	89.5	146.2	109.1	-4.2
CENSUS REGION OF DESTINATION						
NORTHEAST	33.9	34.4	32.8	58.7	41.6	22.7%
SOUTHEAST	71.4	62.5	67.1	101.6	76.8	7.6
GREAT LAKES	36.1	31.5	35.9	55.8	39.8	10.2
MIDWEST	65.1	41.2	50.8	81.4	59.2	-9.1
WEST	69.6	56.1	59.4	102.5	64.2	-7.8

*Adjusted for non-response.
Note: Destination figures do not include travel outside the U.S.
Source: US Travel Data Center's National Travel Survey

1982-88 SEASONAL TRAVEL TRENDS

TRAVEL TRENDS, AUTUMN 1982 THROUGH 1988

	AUTUMN 1982	AUTUMN 1983	AUTUMN 1984	AUTUMN 1985	AUTUMN 1986	AUTUMN 1987	AUTUMN 1988	PERCENT CHANGE FROM AUTUMN 1982
TRIPS (MILLIONS)								
TOTAL	138.5	146.3	142.0	149.8	156.1	165.2	168.8	21.9%
VACATION	78.0	85.7	86.0	84.1	91.9	92.6	102.0	30.8
PLEASURE	96.0	97.3	89.7	97.3	103.3	111.0	115.5	20.3
BUSINESS/CONVENTION	28.7	29.1	35.1	45.3	44.8	49.4	42.5	48.1
WEEKEND	65.7	59.6	58.4	64.9	69.4	72.1	71.4	8.7
AUTO/TRUCK/RV	108.1	106.9	99.3	102.3	106.8	109.7	120.7	11.7
AIR	22.9	30.3	35.6	40.1	37.4	44.1	39.1	70.7
HOTEL/MOTEL	52.7	59.3	62.2	66.2	75.7	81.8	75.6	43.5
PERSON-TRIPS (MILLIONS)								
TOTAL	264.4	277.0	264.3	271.1	281.4	294.1	308.2	16.6%
VACATION	157.0	150.5	170.3	175.2	185.1	187.8	201.7	28.5
PLEASURE	193.5	195.0	183.0	194.5	203.4	214.2	228.2	17.9
BUSINESS/CONVENTION	42.1	44.9	48.5	58.6	62.0	61.8	62.5	48.5
WEEKEND	137.2	123.8	116.7	135.0	136.8	133.8	139.8	1.9
AUTO/TRUCK/RV	220.6	216.0	202.0	200.9	207.0	218.1	234.2	6.2
AIR	32.1	48.1	51.3	59.3	59.1	61.3	60.0	86.9
HOTEL/MOTEL	106.9	104.1	109.7	119.4	127.7	136.8	137.6	28.7
TRAVEL PARTY SIZE (PEOPLE)								
TOTAL	1.91	1.89	1.86	1.81	1.80	1.78	1.83	NA
VACATION	2.01	1.76	1.98	2.08	2.01	2.03	1.98	NA
PLEASURE	2.02	2.00	2.04	2.00	1.97	1.93	1.98	NA
BUSINESS/CONVENTION	1.47	1.54	1.38	1.29	1.38	1.25	1.47	NA
WEEKEND	2.09	2.08	2.00	2.08	1.97	1.86	1.96	NA
AUTO/TRUCK/RV	2.04	2.02	2.03	1.96	1.94	1.99	1.94	NA
AIR	1.40	1.59	1.44	1.48	1.58	1.39	1.53	NA
HOTEL/MOTEL	2.03	1.76	1.76	1.80	1.69	1.67	1.82	NA

Source: US Travel Data Center's National Travel Survey

BACKGROUND FACTORS

OVERALL U.S. ECONOMIC INDICATORS
(PERCENT CHANGE FROM PREVIOUS AUTUMN)

MEASURE	AUTUMN 1987	AUTUMN 1988
REAL GNP*	5.0%	2.8%
PAYROLL EMPLOYMENT	3.2	2.9
DISPOSABLE INCOME*	8.2	8.0
PERSONAL OUTLAYS*	6.9	8.1
CONSUMER PRICE INDEX	4.4	4.3

*Available for October through December only
Note: Personal Outlays include personal consumption expenditures; interest paid by consumers to business; and personal transfers to foreigners.
Source: U.S. Department of Commerce, U.S. Department of Labor

TRAVEL PRICE TRENDS
(PERCENT CHANGE FROM PREVIOUS AUTUMN)

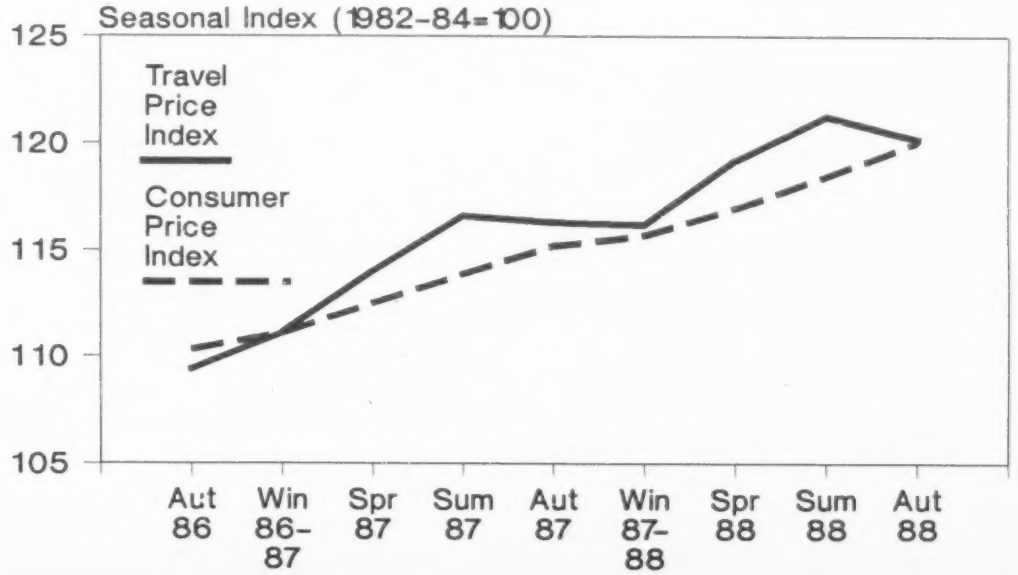
TPI COMPONENT	AUTUMN 1987	AUTUMN 1988
ALL TRANSPORTATION	13.0%	-0.2%
MOTOR FUEL	19.2	-1.7
AIRLINE FARES	4.8	1.5
OTHER INTERCITY TRANSPORTATION	1.5	5.4
INTRACITY PUBLIC TRANSPORTATION	2.1	2.8
ENTERTAINMENT	NA	3.5
LODGING	4.2	4.0
FOOD AND BEVERAGES AWAY FROM HOME	3.9	4.4
TRAVEL PRICE INDEX	6.3	3.3

Source: US Travel Data Center's Travel Price Index

SEASONAL PRICE INDICES

SEASON	CONSUMER PRICE INDEX*	TRAVEL PRICE INDEX*
AUTUMN 1986	110.3	109.4
WINTER 1986-87	111.1	111.1
SPRING 1987	112.6	113.9
SUMMER 1987	113.9	116.6
AUTUMN 1987	115.2	116.3
WINTER 1987-88	115.7	116.2
SPRING 1988	117.0	119.2
SUMMER 1988	118.5	121.3
AUTUMN 1988	120.1	120.2

*(1982-84 = 100)
Source: US Travel Data Center, U.S. Bureau of Labor Statistics



NATIONAL TRAVEL SURVEY METHODOLOGY

The National Travel Survey is conducted monthly by telephone with national probability samples of 1,500 adults (age 18+) representing the total adult civilian, non-institutional population of the contiguous United States. Respondents are asked about all trips of 75 miles or more, one-way, taken during the month preceding the interview. Those trips subsequently calculated to be less than 100 miles one-way straight-line distance are excluded from the estimate of trips. Demographic information is also collected from all 1,500 respondents.

DEFINITIONS

TRIP. Each time one or more persons from a household goes to a place at least 100 miles away from home (one-way) excluding: (1) travel as part of an operation crew on a train, airplane, truck, bus or ship. (2) commuting to a place of work, and (3) student trips to or from school.

PERSON-TRIP. One person on a trip. If one person reported three different trips, his/her travel is counted as three trips and three person-trips. If three persons from a household go together on one trip, their travel is counted as one trip and three person-trips.

PERSON-NIGHT. The number of nights spent by persons on trips. If two persons took a trip that involved being away from home five nights, the travel would be counted as ten person-nights. Day trips (no overnight stay) are not included in person-night figures.

CENSUS REGIONS

NORTHEAST: New England: Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island, Vermont; Middle Atlantic: New Jersey, New York, Pennsylvania; SOUTHEAST: South Atlantic: Delaware, District of Columbia, Florida, Georgia, Maryland, North Carolina, South Carolina, Virginia, West Virginia; East South Central: Alabama, Kentucky, Mississippi, Tennessee; GREAT LAKES: East North Central: Illinois, Indiana, Michigan, Ohio, Wisconsin: MID WEST: West North Central: Iowa, Kansas, Minnesota, Missouri, Nebraska, North Dakota, South Dakota; West South Central: Arkansas, Louisiana, Oklahoma, Texas; WEST: Mountain: Arizona, Colorado, Idaho, Montana, Nevada, New Mexico, Wyoming, Utah; Pacific: Washington, Oregon, California; Alaska, Hawaii (as destinations).

SAMPLE CHARACTERISTICS

AUTUMN 1988: 4,563 interviews completed; 1,612 Autumn 1988 trips reported.

SAMPLING ERROR

The chart below indicates the approximate statistical variability at the 95% confidence level to be expected from the estimates contained in this report.

Survey Percentages at or Near these Levels

Sample Size	10% or 90%	20% or 80%	30% or 70%	40% or 60%	50%
100	7	10	11	12	12
500	3	4	5	5	5
700	3	3	4	4	4
1000	2	3	4	4	4
1500	1	2	3	3	3

This **Travel Executive Briefing** is a summary of travel by U.S. residents during September through November 1988. It is supplemented by the **Autumn 1988 Travel Market Close-Up**, which offers more detailed trip, person-trip, and demographic data. For further information contact the Survey Research Department at (202) 293-1040.